



**Office of the Mayor  
City of Los Angeles**

## **ANTONIO R. VILLARAIGOSA**

**FOR IMMEDIATE RELEASE**  
June 7, 2009

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### **MAYOR VILLARAIGOSA, NBA ANNOUNCE L.A. AS SITE OF 2011 NBA ALL-STAR GAME**

*NBA All-Star weekend is expected to generate an economic  
Impact of \$100 million for the city*

**LOS ANGELES**—Mayor Antonio Villaraigosa today joined NBA Commissioner David Stern and AEG President and CEO Timothy J. Leiweke to announce Los Angeles and STAPLES Center as the site of the 2011 NBA All-Star game. Los Angeles becomes the first city to host five NBA All-Star Games.

"There is no better place to host the action and drama of the NBA All-Star Game than on the stage of so many award winning performances," said Mayor Villaraigosa. "On behalf of the City Los Angeles, we look forward to welcoming NBA fans and players from across the country and around the globe to the entertainment capital of the world."

The 60th NBA All-Star Game will be played on Sunday, February 20 at STAPLES Center, and is expected to generate an economic impact of \$100 million for the city.

In addition to the All-Star game, STAPLES will also host the T-Mobile Rookie Challenge & Youth Jam and NBA All-Star Saturday Night. NBA All-Star Jam Session, the hugely successful interactive basketball celebration, will return to the Los Angeles Convention Center with additional events and programming set to take place across the street from STAPLES Center within the new L.A. LIVE sports, residential and entertainment district.

STAPLES Center last played host to NBA All-Star in 2004, when the Los Angeles Lakers' Shaquille O'Neal and Kobe Bryant combined for 44 points as the West edged the East 136-132. O'Neal earned MVP honors with 24 points and 11

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rebounds. L.A. also hosted the All-Star Game in 1963, 1972 and 1983. The Los Angeles Memorial Sports Arena hosted All-Star in 1963, while the Forum hosted the other '72 and '83 games. The 1972 classic saw the Lakers' Jerry West thrill the hometown fans with a last-second jumper that gave the West a 112-110 victory and netted him MVP honors.

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