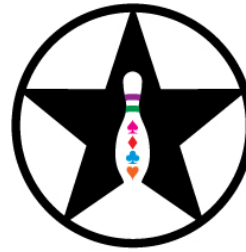


Contact:  
Christine Hansen  
Thirty-Three Productions  
[christine@33productions.com](mailto:christine@33productions.com)  
(818) 212-4224



A Place Called Home presents...  
**stars & strikes**  
Celebrity Bowling and Poker Tournament

FOR IMMEDIATE RELEASE

**Stars Go All In to Support A Place Called Home  
at 6<sup>th</sup> Annual Stars & Strikes Celebrity Bowling & Poker Tournament  
Wednesday, March 14<sup>th</sup>, 2012 at 7pm.  
Buy Your Tickets Now!**

STUDIO CITY, Calif. (Jan. 18, 2012) – Come join us for the **6<sup>th</sup> Annual Stars & Strikes Celebrity Bowling and Poker Tournament** to benefit **A Place Called Home (APCH)**, on March 14<sup>th</sup> at PINZ Bowling & Entertainment Center:

**6<sup>th</sup> Annual Stars & Strikes Celebrity Bowling & Poker Tournament**  
Wednesday, March 14, 2012 @ 7:00pm  
PINZ Bowling and Entertainment Center  
12655 Ventura Blvd, Studio City, CA 91604  
[www.apch.org](http://www.apch.org)

**Stars & Strikes** is a benefit event created to be a fun-filled, high energy, celebrity-spotting evening that raises funds and awareness to support inner-city youth through programs in education, the arts, nutrition, fitness and college preparation at "A Place Called Home."

**Stars & Strikes is proud to present an exciting, No-Limit All-In Texas Hold'em professional-level poker tournament** featuring the gorgeous "Dealer Dolls" alongside bountiful and delicious fresh food courtesy of **Whole Foods Market**; tasty drinks; 34 lanes of bowling action; raffles for amazing prizes; notable DJs spinning; the excitement of the red carpet and more. **Tickets and sponsorship packages are on sale now, and additional information is available by visiting [www.apch.org](http://www.apch.org).**

**This all-ages celebration includes an all-star guest list featuring some of the entertainment industry's most engaging celebrities.** Previous years' supporters have included **Cee-Lo Green** Music Artist / Producer, **Miley Cyrus** Actor / Music Artist, **Pete Wentz** Music Artist, **Ryan Tedder** Music Artist, **Mark Wahlberg** Actor/Musician, **Jonah Hill** Actor, **Penny Marshall** Director, **Nick Cannon** Reality Show Host, **Keke Palmer** Actor, **Jason Derulo** Music Artist, **Cody Simpson** Music Artist, **Verne Troyer** Actor, **Scott Disick** Reality TV Star, **Matthew Lillard** Actor, "That 70's Show" star, **Wilmer Valderama**, **Benji** and **Joel Madden** and **MANY** more.

-MORE-

**Stars & Strikes** raises awareness of the great work of A Place Called Home for the L.A. entertainment and music scene and has been extremely helpful in building our **Leadership Council**, a body of 20 young professionals who volunteer their time and bring resources to APCH. They are especially supportive of the organization's programs for teens, including Teen Nights, Listening Lounge, Music Program/Band events, and The Cinderella and Prince Charming Project. The Leadership Council also takes the lead on our annual A Place Called Home for the Holidays Toy, Book and Clothing Drive. The Leadership Council is a vital component to the energy and momentum of the agency's mission and work in South Central.

Funds raised from this event and guests who have become involved have sponsored **the APCH Studio Recording Program, Education and Homework Help, SAT and College Prep, and families in our Adopt-a-Family Program**. Stars & Strikes guests have also been involved at our annual APCH Big Saturday Volunteer Day, helping out with painting, facility repairs, and gardening at the Center. **Stars & Strikes is a fantastic example of the fun, energy, and generosity that surrounds APCH.**

With the dismantling of the Los Angeles Community Redevelopment Agency, **APCH is facing a \$160,000 gap in their Community Center Renovation Fund**. The project, scheduled to commence this spring, is in jeopardy. Specifically, our new Entry and Welcome Center for APCH members and community may have to be eliminated from the plan entirely. **This unfortunate circumstance makes an event like Stars & Strikes much more critical to the organization, making every ticket, sponsorship, and donation extremely important.**

Thanks to this year's early Perfect Game sponsors, **Insomniac Events and U.S. Bank** for their support.

**APCH Sponsorship Opportunities and Ticket Pricing are as follows:**

**\$25,000 - Stars & Strikes Presenting Sponsor:**

Name recognition on all event material, inclusion on Celebrity Red Carpet Step & Repeat, 2 exclusive bowling lanes featuring sponsor branded signage, 20 all-access tickets and drink tickets, full-page ad, commemorative bowling pin.

**\$10,000 - Perfect Game Media Sponsor:**

Name recognition on all event material, inclusion on Celebrity Red Carpet Step & Repeat, 1 exclusive bowling lane featuring sponsor branded signage, 10 all-access tickets and drink tickets, full-page ad, commemorative bowling pin.

**-MORE-**

APCH Stars & Strikes  
Page 3 of 4

**\$5,000 - Full House Sponsor:**

Signage in Poker Lounge, 10 all-access tickets and drink tickets, full page ad & commemorative bowling pin.

**\$5,000 - King Pin Exclusive Sponsor:**

1 exclusive bowling lane featuring sponsor branded signage, 12 tickets (bowling only) and drink tickets, full-page ad, commemorative bowling pin.

**\$2,500 – King Pin Co-Sponsor:**

Shared sponsor bowling lane featuring sponsor co-branded signage, 6 tickets (bowling only) and drink tickets, ½-page ad, commemorative bowling pin.

**\$1,200 - Alumni Sponsor:**

Support APCH Alumni joining us at the event and get your own 4 pack of tickets (bowling only), drink tickets and a ¼-page ad.

**\$250 - Premium Ticket:**

Includes bowling, poker entry, a coupon for two free poker re-buys, and two drink tickets.

**\$125 - Individual Poker ticket:**

Includes one poker entry & one drink ticket.

**\$80 - Individual Bowler Ticket:**

(Advanced Purchase, \$100 at door)

General Admission includes bowling & one drink ticket.

***\*All packages include a full dinner buffet & refreshments, plus one complimentary drink ticket.***

**CAN'T ATTEND? PLACE AN AD IN THE S&S TRIBUTE JOURNAL!**

Please send camera ready or electronic art (Illustrator, Photoshop or QuarkXpress), logos & photographs (EPS, TIFF or JPEG with a minimum 300 dpi). Please email to [christine@33productions.com](mailto:christine@33productions.com). The Ad Copy Deadline is February 24<sup>th</sup>, 2012.

**Back Cover** (5.5" width x 7" height) - \$10,000

**Inside Cover** (5.5" width x 7" height) - \$5,000

**Full Page** (5.5" width x 7" height) - \$1,000

**1/2 Page** (5.5" width x 3.5" height) - \$500

**1/4 Page** (2.75" width x 3.5" height) - \$300

-MORE-

APCH Stars & Strikes  
Page 4 of 4

**Remember, every ticket sold to Stars & Strikes helps to support underserved youth who live in South Central LA. Make a difference today and purchase a ticket or sponsorship to benefit A Place Called Home.** Ticket pricing and sponsorship information is available on the APCH website, [www.apch.org](http://www.apch.org). For additional sponsorship information, please contact Christine Hansen at Thirty-Three Productions, Inc. at 818.212.4224 or [christine@33productions.com](mailto:christine@33productions.com).



**About: A Place Called Home (APCH)**

A Place Called Home ([www.apch.org](http://www.apch.org)) is a safe haven in South Central Los Angeles where underserved youth are empowered to take ownership of the quality and direction of their lives through programs in education, arts, and well being; and are inspired to make a meaningful difference in their community and the world. Core programs support APCH members from 8-21 years old in avoiding destructive behaviors by developing life skills and motivation to overcome adversity, make healthy, productive choices, and take advantage of the opportunities that lie before them.



**About: Stars & Strikes for APCH**

Stars & Strikes is produced by Christine Hansen and Thirty-Three Productions, Inc., ([www.33productions.com](http://www.33productions.com)) a boutique event production, entertainment marketing, and promotional agency that produces high profile entertainment events in support of humanitarian causes to inspire change and global awareness of important social issues. Dreams to Reality.

For event information and to purchase tickets, please visit the event website: [www.starsandstrikesforapch.org](http://www.starsandstrikesforapch.org).

###

