



# Sports Lawyers Association

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**Sports Lawyers Association Announces  
Team Prime Time & Heart of Los Angeles  
as Recipients of 2016 Philanthropy Contributions**  
*SLA Conference to be held May 12-14, 2016 in Los Angeles*

**Reston, VA. – April 28, 2016** – The Sports Lawyers Association ([www.sportslaw.org](http://www.sportslaw.org)), the leading organization of professionals dedicated to the practice and teaching of sports law in the United States, and one of the leading sports law professional organizations worldwide, announced Team Prime Time ([www.teamprimetime.org](http://www.teamprimetime.org)) and Heart of Los Angeles ([www.heartofla.org](http://www.heartofla.org)) as recipients of **philanthropy contributions totaling \$30,000.00**. The contributions will be awarded on Friday, May 13 during the SLA Conference luncheon at the JW Marriott LA Live in Los Angeles.

The Sports Lawyers Association Philanthropy Committee reviews local organizations in the city of its annual conference and in conjunction with the SLA Board of Directors, selects a recipient based in large part on the organization's work with youth through sport. This is the first time SLA is making a contribution to more than one organization. **Team Prime Time will receive a contribution totaling \$25,000.00 and Heart of Los Angeles will receive a contribution totaling \$5000.00.**

"On behalf of the Philanthropy Committee and the Sports Lawyers Association Board of Directors, we are excited to present our 2016 SLA philanthropic contribution to Team Prime Time and Heart of Los Angeles," said Allison Rich, Senior Associate Director of Athletics/SWA, Princeton University and SLA Philanthropy Committee Chair. "We take pride in our commitment to helping deserving non-profit organizations in the local communities we visit during our annual conference each year. We are pleased to make these donations and are delighted that the gifts will help support the terrific ongoing efforts these organizations make to educate and support underserved youth in Los Angeles; giving those kids a chance to play sports and accrue all the associated benefits of that participation."

**Team Prime Time ("TPT") was established in February of 2001 as an after school program for low-income children at Webster Middle School in Los Angeles.** Today, TPT serves low-income students and students with developmental disabilities and is considered the only all-inclusive afterschool sports program in the country. Since its founding, the organization has grown exponentially, now servicing ten schools in Los Angeles and two in Oakland, with planned expansion to Dallas and Honolulu.

TPT's unique approach is to take those often perceived as needing mentors, low income youth, and instead make them mentors for their peers with disabilities ("athletes"). Each mentor is trained to be a peer coach and then paired with an athlete to create a Peer:Pair. The Peer:Pairs then practice and play together on the field which becomes the foundation for their relationship off the field. The Prime Time Games were launched at two high schools in Los Angeles in 2012. Now there are nine schools in the league and they all play a five game soccer season in the fall and a five game basketball season in the Spring. Flag Football is the newest sport, having debuted in

2015 and is still in its pilot stage with four schools playing two games apiece. Even in its pilot program, flag football has proven to be the most effective sport so far for facilitating coach-athlete interaction. **The \$25,000.00 Sports Lawyers Association contribution will go to creating a full, nine team, five game, Prime Time Games Flag Football League to begin with the 2016-17 school year.**

"Team Prime Time (TPT) is truly honored to partner with the Sports Lawyers Association in order to help at-risk youth in our community experience the transformative power of sport," said Peter Straus, Executive Director of Team Prime Time. "The Prime Time Games High School Sports League gives two underserved populations from the same high school; low income youth and the students with disabilities they mentor, the chance to compete together in the only league of its kind in the country. The funds so generously provided by the Sports Lawyers Association will be used to establish a flag football league in Los Angeles, giving hundreds of youth the chance to enjoy all of the physical, social and emotional benefits that can only come from playing high school sports. Thank you for making this otherwise unavailable opportunity possible."

**Heart of Los Angeles (HOLA) is a non-profit organization that provides at-risk and underserved youth with free, exceptional after-school programs in academics, arts and athletics within a nurturing environment, empowering them to develop their potential, pursue their education and strengthen their communities.** HOLA started in 1989 with just a handful of kids in a dilapidated gym and now, 26 years later, HOLA has grown to serve more than 2,300 youth annually through structured and rigorous academic, arts and athletic programs.

**About Sports Lawyers Association:**

The Sports Lawyers Association (SLA) is a non-profit, international, professional organization whose common goal is the understanding, advancement and ethical practice of sports law. There are approximately 1,800 current members: practicing lawyers, in-house counsel, law educators, law students, and other professionals with an interest in law relating to professional and amateur sports spanning the breadth of the entire sports industry. The Association's Annual Conference takes place every May, with the 42<sup>nd</sup> Annual Sports Lawyers Conference scheduled for May 12-14, 2016 in Los Angeles. The 2016 SLA Conference Committee is chaired by **Robert A. Hacker** (Fox Sports) with vice-chairs **Jeff Benz** (4 New Square (Barristers) and Versus Advocates) and **Mary Kay Braza** (Foley & Lardner, LLP).

Conference registration, a complete agenda, hotel information and other details are available at [www.sportslaw.org](http://www.sportslaw.org) (Agenda is subject to change). Please follow the Sports Lawyers Association on Twitter @sportslawyers where conference updates and panel highlights will be posted using hashtag #SLAC16.

Follow SLA online at [www.sportslaw.org](http://www.sportslaw.org), Twitter @SportsLawyers and on Facebook at the Sports Lawyers Association page.

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