

Hip-Hop and Rap Artists in 8-Ball Challenge

Written by Robert ID2306

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The 2006 Zo & Magic 8-Ball Challenge in conjunction with NBA All-Star Alonzo Mourning of the Miami Heat and NBA legend, Earvin "Magic" Johnson will be presented by Boost Mobile on February 16th. Hosted by Academy Award nominee hip-hop cultures rap legend Queen Latifah, this celebrity pool tournament will be held at Jillian's of Houston during the 2006 All-Star Weekend.

With the gracious help of sponsors Smirnoff, Hpnotiq, Red Bull, Volkswagen, BetUs.com, Tyson Foods and Indie Vest, this annual event will boast a who's who list of celebrities and sports stars including Dwyane Wade (Miami Heat), Carmelo Anthony (Denver Nuggets), rap superstar Ludacris and hip-hop superstar Nelly, and actor Dean Cain. In addition to showing off their billiard skills and garnering bragging rights, all participants of the Boost Mobile Presents Zo & Magic's 8-Ball Challenge will be competing for a luxury vacation package courtesy of Grand Bahama Island Tourism Board and the elegant Old Bahama Bay Resort and Yacht Harbor, two Boost Mobile(TM) i875 mp3 phones with one year of free service and an Atlas Collection Silver Pool Rack and Cue courtesy of Tiffany & Co.

"It's always heartwarming to see people come together in support of efforts that improve our community. Both Magic and I take the work we do through our Foundations very seriously. However, it is with much excitement that we hold the 8 Ball Challenge, which allows everyone to enjoy a great atmosphere and raise funds in the process. I am looking forward to seeing each person and to winning this year ... so tell everyone to bring their A-Game."

The inaugural 8-Ball Challenge was held in 2005 at Denver, Colorado's All Star festivities and hosted by famed comedian, Cedric The Entertainer. Broadcast live on TNT's Post-Game show, "Inside the NBA," the event raised over \$100,000 for two of the NBA's most popular and philanthropic players, Alonzo Mourning and Carmelo Anthony. Household names such as Julius "Dr. J." Erving, Hip-Hop rap artist Ludacris, Terrell Owens, Dwyane Wade and the TNT trio of Ernie Johnson, Kenny Smith & Charles Barkley were on hand to watch NBA All-Star Paul Pierce take home the grand prize. Like last year, thirty-two (32) two-person teams will compete round-robin style with winning teams advancing until a final round of play.

"I look forward to the success the Magic Johnson Foundation and the Alonzo Mourning Charities will achieve together with the 8-Ball Challenge," said Johnson. "I am happy to partner with Alonzo on such a great event as well as support two great causes."

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Key highlights of the night will be a silent auction that features an All-Star list of items from Alonzo & Magic as well as NBA superstars Michael Jordan. Other items up for sale include a Boost Mobile i870 phone with one year of free service and a Volkswagen Silent Auction Package that includes Chauffeured Car & Party Passes for All-Star Weekend. In addition, Baron Davis of the Golden State Warriors and last year's 8-Ball champion, Paul Pierce of the Boston Celtics will host a private VIP Lounge at the event. Another added value will be customized SUV's, courtesy of Boost Mobile, that will transport the celebrity participants to and from the 8-Ball Challenge.

"We've enjoyed long-standing relationships with the Magic Johnson Foundation and Alonzo Mourning Charities," explains Daryl Butler, Senior Manager -- Sponsorships and Events, Boost Mobile. "Their work in providing gateways to opportunities for young people aligns with the way we live and work at Boost. Our sponsorship of the pool tournament is just one more way to support these charities by bring together celebrities, athletes and industry leaders for a fun and worthwhile cause."

All of the net proceeds raised will benefit charities supported by Alonzo Mourning Charities, Inc. and the Magic Johnson Foundation.

A limited number of tickets for Boost Mobile Presents Zo & Magic's 8-Ball Challenge are still available. For more information, log onto <http://www.amcharities.org> or <http://www.magicjohnson.org>