



## FACT SHEET

SPORTSBALL 2012, the **18<sup>th</sup> annual gala** of the Arthur Ashe Institute for Urban Health (AAIUH), will take place on Thursday, April 12<sup>th</sup>. Renowned guests representing sports, music, entertainment, and medicine will gather at Pier Sixty/Chelsea Piers in New York City to celebrate the legacy of tennis champion and humanitarian Arthur Ashe.

SPORTSBALL features interactive games, dinner, dancing, entertainment, an awards ceremony, and a silent auction. Each guest also receives a deluxe gift bag with a complimentary pair of athletic footwear.

SPORTSBALL 2012 is a **party with a purpose**. Each year the Institute honors individuals and organizations that are making significant contributions to urban communities in the areas of health, education, medical research, community service, and philanthropy. The funds raised at SPORTSBALL support the Institute's innovative community health education programs and research initiatives. Arthur Ashe founded the Institute in 1992, just two months before his death from AIDS, in response to the disproportionate amount of illness and death in urban communities from preventable diseases. Arthur knew that many of these diseases, such as diabetes and hypertension, are the result of inadequate health care delivery, late detection, and insufficient health education.

**THE PLACE:** Pier Sixty at Chelsea Piers, New York City

**THE TIME:** Thursday, April 12, 2012  
5:30 p.m. Celebrity press conference & VIP reception for Premier Sponsors  
6:00 p.m. Cocktail reception, silent auction and games  
7:30 p.m. Dinner and awards program  
9:30 p.m. Dancing and Entertainment

**THE HONOREES\*:**

**Dr. Michael Avram**  
Chief, Division of Nephrology  
Long Island College Hospital

**Frank Cooper**  
Senior Vice President & Chief Consumer Engagement Officer  
PepsiCo America Beverages

**Lorna and Lowell Hawthorne**  
Executive Team  
Golden Krust Caribbean Bakery & Grill

**Mike Lupica**  
Sports Columnist, The New York Daily News

**Call 718-222-5953 for additional information or visit [www.ArthurAsheInstitute.org](http://www.ArthurAsheInstitute.org)**

**\*additional honorees and event hosts to be announced**