



MEDIA ADVISORY

LOS ANGELES LAKERS MEDIA RELATIONS | [@Lakers_MR](#)

LAKERS ANNOUNCE TICKET AND CREDENTIAL INFORMATION FOR A CELEBRATION OF LIFE FOR KOBE AND GIANNA BRYANT

PROCEEDS FROM THE TICKET SALES WILL BENEFIT THE MAMBA & MAMBACITA SPORTS FOUNDATION

WHAT: Celebration of Life for Kobe and Gianna Bryant

WHEN: February 24, 2020 - 10:00 a.m.

WHERE: STAPLES CENTER
1111 S. Figueroa Street
Los Angeles, CA 90015

TICKET INFORMATION:

In an effort to ensure that fans have the best chance to get tickets, the Los Angeles Lakers will be using Ticketmaster Verified Fan for ticket distribution.

- Starting today, Friday, February 14 at 11:00 a.m. through Monday, February 17 at 10:00 p.m. fans may register to purchase tickets at <https://verifiedfan.ticketmaster.com/kobeandgianna>. No purchase is necessary to register.
- On Tuesday, February 18 in the evening registered fans will receive an email. Verified fans will also receive a text with their personal access codes. This access code will allow the fan to participate in the public sale. These codes cannot be purchased and are non-transferable.
- If demand for tickets from verified fans exceeds supply, fans will be selected at random to participate in the public sale.
- On Wednesday, February 19 at 10:00 a.m. tickets will be released for public sale. Fans with personal access codes will have access to purchase available tickets.
- Tickets will be priced at \$224 each, 2 for \$224 and \$24.02 each.

All tickets are non-transferable. On the day of the event, all ticketed guests will be required to enter with the ticket purchaser.

Proceeds from ticket sales will be donated to the Mamba and Mambacita Sports Foundation.

CREDENTIAL INFORMATION:

Members of the media wishing to apply for credentials to report from the media mix zone located in L.A. LIVE's Xbox Plaza across the street and facing STAPLES Center's Star Plaza entrance can apply at: www.staplescenter.com/media224 Please be aware that media credentials are in limited supply and only entitle the bearer to access the designated media zone and will not provide any access to STAPLES Center or onto STAPLES Center property, or allow interaction with event attendees and guests.

Application deadline to apply for credentials is 3:00 pm on Monday, February 17.

Media applicants will be notified of approvals and denials by 11:59 p.m. on Wednesday, February 19.

As a reminder, L.A. LIVE is the only location to which media members with event credentials will have access. Individuals without media credentials or event tickets will be denied access to STAPLES Center/L.A. LIVE and the adjacent streets. Note that Lakers season credentials will not be valid on this day.

A limited number of viewing passes will be assigned to a limited number of reporters, allowing them to watch the ceremony from a media area within the STAPLES Arena but providing no access to event attendees, guests or speakers. Members of the media not participating in live shots prior to the event are strongly encouraged to watch the ceremony from their home or office.

Representatives of television, radio and streaming networks interested in licensing the one-time ability to broadcast the Celebration of Life for Kobe & Gianna Bryant, live on February 24th can receive information by contacting: aj.ponsiglione@charter.com. There will be a cost for live streaming rights to cover the hard costs of the production and distribution and 100% of what is collected over the required costs will be donated to www.MambaMambacitaSports.org.

ADDITIONAL INFORMATION:

The Celebration of Life for Kobe & Gianna Bryant will not be shown on any video screens or by any other means outside of STAPLES Center, including the L.A. LIVE video screens.

There will also not be any overflow locations for members of the public to view the event which, will be shown live on most local Los Angeles television stations.

Members of the public without tickets to the Celebration of Life are strongly advised by STAPLES Center and law enforcement not to come downtown near STAPLES Center or L.A. LIVE as fans without tickets will not be able to access the STAPLES Center site, L.A. Live site, or adjacent streets.

###

ALISON BOGLI

DIRECTOR, MEDIA RELATIONS
abogli@la-lakers.com
310.426.6002

TA'NISHA COOPER

ASSOCIATE DIRECTOR, MEDIA RELATIONS
tcooper@la-lakers.com
310.426.6008

WILL PATTERSON

MANAGER, MEDIA RELATIONS
wpatterson@la-lakers.com
310.426.6009

T.C. GREENE

COORDINATOR, MEDIA RELATIONS
tgreene@la-lakers.com
310.426.6007

UCLA HEALTH TRAINING CENTER | 2275 E. Mariposa Ave. El Segundo, CA 90245