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## **RON ARTEST ANNOUNCES “WIN MY BLING” RAFFLE**

*One Lucky Fan Will Win Ron Artest’s 2010 NBA Championship Ring*

**Los Angeles, CA (October 27, 2010)** - LA Lakers Forward, Ron Artest announced on CNN’s “Larry King Live” today details of his “Win My Bling” raffle, in which the raffle winner will receive Artest’s personal 2010 NBA Championship Ring. Proceeds from the raffle will go to Artest’s nonprofit, Xcel University, and will benefit both local and national mental health programs. Artest teamed up with NetRaffle.org by Celebrities For Charity to conduct a raffle using the foundation’s patented technology.

The winner of the grand prize package will receive:

- Ron Artest’s 2010 NBA Championship Ring
- Winner and Guest will enjoy a trip to LA to attend an LA Lakers Game and be presented with the ring by Ron Artest. The trip includes:
  - Two (2) Premium Seats to an LA Lakers Home Game during the 2010/2011 season (date to be determined)

*(more)*

- Two (2) Nights Hotel Accommodations at the Four Seasons Los Angeles at Beverly Hills (single room, double occupancy)
  - Round Trip Coach Air Travel (as necessary to attend game) from any international airport in the world
  - A \$1,000 allowance for expenses including meals and ground transportation
- Winner will receive a cash prize in the amount of \$13,007.5 to mitigate the Winner's tax liability that results from winning the raffle. This prize is withheld and paid, on behalf of the Winner, directly to the IRS (\$10,750.00) and the Commonwealth of Massachusetts (\$2,257.50)
  - Total Prize Value \$43,000

“The goal of Xcel University is to work with community centers and schools to identify high-risk students and give these students an incentive to live a positive, healthy lifestyle,” said Ron Artest, Xcel University founder. “This raffle is a unique way to generate a tremendous amount of money, which means more funding for programs that directly help kids.”

Artest, a professional basketball player in the NBA since 1999, has been an active contributor in his hometown and in the cities of organizations for which he's played, working simultaneously in global regions that require urgent humanitarian aid.

NetRaffle™ by Celebrities for Charity is hosting the online raffle at [www.netraffle.org](http://www.netraffle.org) to give one lucky fan a chance to win this once in a lifetime prize package. Tickets cost just \$2.00 each with a minimum purchase of 5 tickets. This gives every fan a chance to win this amazing prize. The raffle closes on Saturday, December 25, 2010 at 11:00 a.m. EST.

NetRaffle by Celebrities For Charity was developed by Celebrities For Charity Foundation in an effort to capitalize on a celebrity's time and to maximize the financial return to charities. “NetRaffle.org by Celebrities For Charity is, by far, the most effective and efficient way to for a celebrity to donate their time and generate the largest monetary return for charity,” said Raymond Bourque, Cofounder, Celebrities

For Charity Foundation. “A recent raffle we held in conjunction with the New Orleans Saints raised more than \$1.4 Million for charity.”

**About Xcel University:**

The Mission of Xcel University, established by Ron Artest, is to encourage children and teens living in high-poverty and high-risk environments to complete their education, get good grades, and encourage students to become community leaders by volunteering their time and giving back to their communities. Xcel University works with community centers and schools to identify high-risk students and give these students an incentive to live a positive, healthy lifestyle.

**About Celebrities for Charity Foundation:**

Celebrities for Charity Foundation (CFC) was established in 1997 to assist charities in obtaining celebrity support for their organizations fund raising and charitable purposes. It was also established to support celebrities in fulfilling their philanthropic aspirations. CFC is professionally managed by volunteers and provides celebrities with advice, fulfillment services, state of the art technology and a 501 (c) (3) public charity vehicle from which they can conduct their charitable work. Over the past 11 years Celebrities for Charity has donated over \$2 million of memorabilia and funds to over 1,000 different causes. For more information, please visit [www.celebritiesforcharity.org](http://www.celebritiesforcharity.org).

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