

**MICHAEL BUBLÉ, JIMMY KIMMEL, MARTINA MCBRIDE, SMOKEY ROBINSON  
AND TRAIN TO HEADLINE ANDRE AGASSI FOUNDATION FOR EDUCATION'S  
16<sup>TH</sup> GRAND SLAM FOR CHILDREN BENEFIT CONCERT  
ON OCTOBER 29TH IN LAS VEGAS**

***2011 CONCERT BENEFITS ANDRE AGASSI COLLEGE PREPARATORY ACADEMY AND  
SUPPORTS FOUNDATION'S WORK TO TRANSFORM EDUCATION***

Las Vegas (Sept. 14, 2011) — The Andre Agassi Foundation for Education today announced that Michael Bubl , Jimmy Kimmel, Martina McBride, Smokey Robinson and Train will headline its 16<sup>th</sup> Grand Slam for Children benefit concert. Hosted by tennis legend and philanthropist Andre Agassi and presented by Longines, the Swiss watch-making company, the 2011 Grand Slam for Children will take place Saturday, October 29<sup>th</sup> at Wynn Las Vegas. The event supports the Foundation's efforts to transform education and benefits the Andre Agassi College Preparatory Academy, a tuition free K-12 public charter school in Las Vegas which provides children with a first-class education.

The Foundation is proud to announce Longines as the new presenting sponsor for the 16<sup>th</sup> Grand Slam for Children event. Longines, the famous maker of elegant time pieces, has been a long-term partner of the Foundation.

"We are delighted to become the presenting sponsor of the Grand Slam for Children. Thus, Longines strengthens the partnership that has been built with the Andre Agassi Foundation for Education," said Longines' President Walter von K nel. "Helping disadvantaged children is in line with Longines' tradition and motto 'Elegance is an attitude.'"

"It's amazing what can be accomplished when people come together to change lives and make the world a better place for children. The 16<sup>th</sup> Grand Slam will bring together some of the world's greatest entertainers which inspires the generosity of people from Las Vegas and around the globe," Agassi said. "This year's event will create a lasting memory and will enable us to give the tools of hope to the next generation. I want to personally thank Wynn Las Vegas for its hospitality and Longines for being our presenting sponsor. Both are truly generous and great partners to the Foundation."

The Grand Slam brings together international stars and noted artists— from music to comedy – to build awareness and raise money for the Foundation's biggest fundraiser. Dedicated to transforming and elevating education, the Foundation opened Agassi Prep in 2001. In 2009, the public charter school graduated its first senior class with 100 percent of graduates accepted into college, as were the graduates in the classes of 2010 and 2011. The Foundation's work is directly impacting students in Las Vegas, Agassi's hometown community, but it has broader implications for education nationwide.

Since 1995, the Grand Slam has raised nearly \$92 million, including \$8.5 million from the 15<sup>th</sup> event, to support a movement that's improving education.

Additional top-name talent, who will be announced prior to the Oct. 29 event, will join Michael Bubl , Jimmy Kimmel, Martina McBride, Smokey Robinson and Train.

The evening will include a cocktail reception, gourmet dinner, live auction and benefit concert. Sponsorships for the Grand Slam are still available at the following levels: Silver \$10,000, Gold \$17,500, Platinum \$40,000, and Diamond \$85,000.

Visit [www.agassifoundation.org](http://www.agassifoundation.org) for more information on sponsorships.

### **About the Andre Agassi Foundation for Education**

The Andre Agassi Foundation for Education seeks to transform public education in two ways. Through its signature project, the Andre Agassi College Preparatory Academy, the Foundation works to provide underserved children in Las Vegas with a first-class K-12 education to prepare them for excellence in college and beyond. Through state and national advocacy, the Foundation strives to increase investment in, and accountability for, public schools. To support the Andre Agassi Foundation for Education or to obtain additional information, please visit [www.agassifoundation.org](http://www.agassifoundation.org).

### **About The Andre Agassi College Preparatory Academy**

Agassi Prep was founded in 2001 and has become the signature project of the Andre Agassi Foundation for Education. The school is located in Clark County, Nevada – one of the nation’s largest school districts. In 2009, we graduated our first senior class, with 100 percent of graduates accepted into college, as were the graduates in the classes of 2010 and 2011. The U.S. Department of Education has called Agassi Prep a “National Model” among charter schools and Agassi Prep has received both “Exemplary” and “High Achieving” designations from the Nevada Department of Education. For more information, please visit [www.agassiprep.org](http://www.agassiprep.org).

### **About Longines**

Based in St. Imier in Switzerland since 1832, the watchmaker Longines can look back on more than 175 years of non-stop craftsmanship, as well as a solid heritage as timekeeper for world championships in various sports and collaborator with different international sports federations. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd, the World’s leading manufacturer of horological products. With the winged hourglass as its emblem, the brand has outlets in over 130 countries. [www.longines.com](http://www.longines.com)

### **Media Contacts:**

**R&R Partners Catherine Levy 702-318-4212, [catherine.levy@rrpartners.com](mailto:catherine.levy@rrpartners.com)**

**Andre Agassi Foundation for Education Cisco Aguilar 702-528-3606, [cisco@agassi.net](mailto:cisco@agassi.net)**

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