



CEDARS-SINAI MEDICAL CENTER.

NEWS

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PHYSICIANS AT CEDARS-SINAI SHOOT FOR A “SLAM DUNK” AT ANNUAL ALUMNI ASSOCIATION BASKETBALL GAME

LOS ANGELES (April 21, 2004) – Watch out Kobe and Shaq! Here come the Attending Staff “Gomers” vs. the Housestaff “Blues.” Doctors at Cedars-Sinai Medical Center will shed their stethoscopes and white jackets to rediscover their touch on the basketball court at Beverly Hills High School in the “Swim Gym,” 241 Moreno Drive, Beverly Hills on Sunday, May 2, 2004. Doors open at 11:00 a.m., Game time is 12:00 noon.

In keeping with the NBA playoffs and the Spirit of Los Angeles, as an added attraction – the *Los Angeles Laker Girls* will be at the game, performing at halftime and signing photographs. FREE refreshments will be provided and a valuable prize will be awarded to the individual who comes closest to predicting the final score.

The Attending Staff (hospital physicians) “Gomers” say it’s playoff time again and they’re ready for a SLAM DUNK victory over the Housestaff (physicians-in-training) “Blues.” However, the Blues promise to have a surprise in store for the Gomers and their fans. This once-a-year challenge may not secure an NBA contract for either team, but it is guaranteed to amuse the best of basketball fans.

The event is free and open to the public. No reservations needed.

Cedars-Sinai Medical Center is one of the largest nonprofit academic medical centers in the Western United States. Again in 2003, it was named Southern California’s gold standard in health care in an independent survey by the National Research Corporation. Cedars-Sinai is internationally renowned for its diagnostic and treatment capabilities and its broad spectrum of programs and services, as well as breakthroughs in biomedical research and superlative medical education. Named one of the 100 “Most Wired” hospitals in healthcare in 2001, the Medical Center ranks among the top 10 non-university hospitals in the nation for its research activities.

For more information on other Cedars-Sinai’s programs and services, please visit www.cedars-sinai.edu or call 1-800-CEDARS-1 (1-800-233-2771).

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For media information and to arrange an interview, please contact Glenda Collins at 310-423-2103. Please note that this news information is intended for members of the news media. If you have received this news release in error or do not wish to receive future advisories, or if they should be directed to someone else in your organization, please call 1-800-396-1002 so we can update our records.