

MEET EACH NEED WITH DIGNITY



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MEDIA ALERT

August 24, 2012

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*****Photo Opportunities*****

MEND'S ANNUAL "HEAD TO TOES" EVENT PROVIDES MORE THAN 200 THIRD GRADE STUDENTS WITH BACK-TO-SCHOOL ESSENTIALS

Students from Pacoima's Vaughn Next Century Learning Center Receive Donated Dental and Vision Screenings, New Backpacks with School Supplies and New Shoes

(Pacoima, CA) – MEND—Meet Each Need with Dignity, the San Fernando Valley's largest poverty relief organization, will host its 12th annual "Head to Toes" Event, which provides approximately 220 third-grade students with full back-to-school care.

WHEN: Wednesday, August 29, 2012

There will be two shifts: 8:30 a.m. to 11 a.m.; and 11:45 to 2 p.m. Children will line up for busses at 11 a.m. and 2 p.m., which is when they will receive their new backpacks.

WHO: Approximately 220 third-grade students from Pacoima.

WHAT: Students will be divided into 5 to 6 stations to participate in the following: dental screenings and fluoride treatment, vision screenings, an exercise activity, arts & crafts, and new shoe selection. Finally, at the end of their shift, each child will receive a new backpack, donated by the Walt Disney Company, and new basic school supplies donated by the Ella Fitzgerald Charitable Foundation.

*****Photo Opportunity:** 200 third graders receiving vision and dental care (a first-time experience for some) and participating in activities. Photo release waivers signed by parent(s) will be available.

WHERE: The MEND Center – 10641 North San Fernando Road, Pacoima, CA 91331 (reserved parking available for media that RSVP)

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About MEND

MEND-- Meet Each Need with Dignity, which serves as many as 30,000 poverty-level clients each month while remarkably keeping operating costs to less than 6%, is the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. MEND takes a holistic approach to relieve the effects of poverty by providing basic human needs while giving their clients the tools, education, training, support and opportunities that foster self-reliance.

MEND was born as a volunteer-powered organization four decades ago in a garage in suburban LA, and today

benefits from the assistance of more than 3000 volunteers (and only 25 paid staffers) to implement its vast array of programs that provide food; clothing; medical, dental and vision care; job training; classes for adults in English as a second language, literacy, computers, office skills, sewing and parenting; math, reading and science tutoring for kids; showers and other services for the homeless; and a Christmas Basket Program for 1400 pre-screened families in need.