

MEET EACH NEED WITH DIGNITY



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MEDIA ALERT

****Photo Opportunities****

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

Students from Pacoima's Vaughn Next Century Learning Center Receive Donated, New Backpacks with School Supplies, & New Shoes at this Lively Event.

Free Dental Screenings will be Provided through a Healthcare Initiative with Verizon Foundation.

August 26, 2013 (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 more than 200 third-grade students with full back-to-school care.

WHO: Approximately 200 third-grade students from Pacoima's Vaughn Next Century Learning Center will get dental and vision checkups, new shoes, backpacks and school supplies. They will be joined by Disney Volunteers and representatives from Verizon, State Senator Alex Padilla's office, and Assemblymember Raul Bocanegra's office.

WHEN: Wednesday, August 28, 2013

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.

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. 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; both long-time supporters of the event. Verizon will present a \$70,000 check in support of the MEND Dental Clinic.

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

WHY: To Meet Each Need with Dignity and ensure that the neediest in our community have access to basic health care and the tools they need to face each day with dignity.

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About MEND:

MEND-- Meet Each Need with Dignity, which serves as many as 49,000 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 4400 volunteers (and only 29 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; a home garden training program for 72 families in 2013; and a Christmas Basket Program for 1400 pre-screened families in need.