

## MEET EACH NEED WITH DIGNITY



10641 N. San Fernando Rd.  
Pacoima, CA 91331  
**phone** | 818.896.0246  
**fax** | 818.897.0128

[www.mendpoverty.org](http://www.mendpoverty.org)

### For Immediate Release

December 2, 2013

### PHOTO OPPORTUNITY

**Contact:** Marianne Haver Hill

[marianne@mendpoverty.org](mailto:marianne@mendpoverty.org)

Tel: 818-686-7321 (Office)

626-664-5133 (Cell)

## Edward James Olmos and MEND Join the National #GivingTuesday Movement

**WHAT:** Actor Edward James Olmos will be joining MEND – Meet Each Need with Dignity in participating in the second annual #GivingTuesday global event. #GivingTuesday - which occurs right after “Black Friday” and “Cyber Monday” - will harness the power of social media to create a national movement around the holidays dedicated to giving. This event provides a new opportunity for community members to help MEND provide goods to families in need this holiday season. Mr. Olmos will be the special guest speaker at a 7:50 AM rally to start the day, and will speak on the importance of giving. He will encourage all to “join the conversation” throughout the day by following MEND’s social media pages and the special hashtag #GivingTuesdayMendPoverty.

MEND also invites all community members to participate in #GivingTuesday by donating canned food, a holiday gift for kids ages 10-14, a new blanket, donating your time (volunteer) or donating funds to support the agency’s Christmas basket program for 1300 pre-screened needy families.

**WHERE:** MEND Center Foodbank - 10641 N. San Fernando Rd, Pacoima (corner San Fernando Road and Pierce Streets – enter parking lot on Pierce).

**WHEN:** Tuesday, December 3<sup>rd</sup>, 2013. The rally will begin at 7:50 a.m.

**WHO:** Edward James Olmos, together with 150 MEND Board members, volunteers and staff will meet at the MEND center for a short rally to kick off the day.

**WHY:** To inspire people to take action to improve their local communities by giving back during the holiday season.

## **ABOUT MEND**

MEND-- Meet Each Need with Dignity, serves an average of 38,500 and as many as 42,500 poverty –level clients each month, while remarkably keeping operating costs to less than 6%. It 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.

Born as a volunteer-powered organization four decades ago in a garage, today MEND benefits from the assistance of more than 4400 volunteers (and only 31 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, computer classes; math, reading and science tutoring for kids; showers and other services for the homeless; and a Holiday Basket Program for 1200 pre-screened families in need.

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