

MEET EACH NEED WITH DIGNITY



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FOR IMMEDIATE RELEASE

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Charity Gala to Celebrate Hollywood's Biggest Night

MEND's Gala of Glitz, Glamour & Giving celebrates the 86th Annual Academy Awards while raising money for the neediest in the community

Pacoima, CA (February 20, 2014) — MEND – Meet Each Need with Dignity, the San Fernando Valley's largest poverty-relief agency, is hosting a fundraising gala, *Hollywood's Biggest Night – A Gala of Glitz, Glamour & Giving*, that celebrates the 86th Annual Academy Awards while raising funds for its operations.

The gala will be held at The Globe Theatre, Universal Studios Hollywood, on Sunday, March 2, 2014. It is timed from 4:00 – 9:00 p.m. to coincide with red carpet arrivals at the Academy Awards and will also feature a live broadcast of the Awards.

Marianne Haver Hill, MEND President and CEO, says preparations are already underway for what promises to be a spectacular night:

“We are calling the event a *Gala of Glitz, Glamour and Giving* and that's really what it's all about. MEND is not known for Glitz and Glamour, but this is our largest fundraiser and we have found the public loves to be part of the Hollywood-style event while ‘giving’ at the same time. The gala raises funds vital to MEND's operations and, of course, serve those in critical need in our community.”

Hollywood's Biggest Night will feature Hollywood-style elements including red-carpet arrivals, celebrities, “paparazzi”, predict-the-winner contests, auctions, and -- of course -- great wine and food. Wine will be donated by Francis Ford Coppola Wineries and dinner prepared by Wolfgang Puck Catering.

Sponsors for the event include ABC7, Bank of America, Health Net, Walt Disney Company, Kaiser Permanente, Mission Community Hospital, Providence Health & Services, Telepictures Productions, Universal Studios Hollywood, Walmart, Warner Bros Entertainment, Bel-Air Association, and Wells Fargo.

For additional information on the event: www.mendpoverty.org

Academy Awards for outstanding film achievements will be presented on Sunday, March 2, at the Kodak Theatre in Hollywood and televised live by the ABC Television Network.

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ABOUT MEND

MEND-- Meet Each Need with Dignity, serves an average of 38,500 and as many as 53,000 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 5200 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.