

MEET EACH NEED WITH DIGNITY



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MEDIA ALERT

****Photo Opportunities****

MEND ROLLS OUT THE RED CARPET FOR 250 LOCAL CHILDREN

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

August 25, 2016 (Pacoima, CA.) – Greeted by cheers and “High Fives” from Disney VoluntEARS and health professionals, 250 third graders will step off the bus and onto a red carpet as they arrive for MEND’s annual “Head to Toes” event. [MEND - Meet Each Need with Dignity](#), the San Fernando Valley’s largest poverty-relief organization, hosts “Head to Toes” to ensure that neighborhood children get off to a good start for the new school year.

WHO: More than 250 third-grade students from Pacoima’s Vaughn Next Century Learning Center will receive free dental and vision checkups, as well as new shoes, backpacks and school supplies donated to MEND. Disney VoluntEARS will be on location to donate their time for the event.

WHAT: Students will be divided into six groups to participate in the following:

- Dental screening and fluoride treatment
- Vision screenings (sponsored by the Optometry Cares – The American Optometric Association Foundation), an exercise activity, arts & crafts, and new shoe selection
- Backpacks, new school supplies, books and toothbrushes donated by the Walt Disney Company, the Ella Fitzgerald Charitable Foundation and Anthem Blue Cross.

WHY: To ensure that the neediest children in our community start the new school year off right with access to basic health care and the tools they need to face each day of academic school life with dignity.

WHEN: Wednesday, August 31, 2016

Two shifts:

8:30 a.m. to 11 a.m.

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.

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

For media questions (prior to and on-site event) and media RSVPs for parking, please contact Nene Ogbechie, Communications Manager, 818-686-7335 or nene@mendpoverty.org.

ABOUT MEND

[MEND-- Meet Each Need with Dignity](#), serves an average of 37,000 poverty-level clients each month, while remarkably keeping operating costs to less than 6%. MEND takes a holistic approach to relieve the effects of poverty by providing basic human needs while giving their clients the education and training, that fosters self-reliance. Named California Nonprofit of the Year in 2012 by the Governor’s Office, MEND is one of the largest, most efficient and most comprehensive poverty-relief organizations in the Los Angeles region.

Born as a volunteer-powered organization four decades ago in a garage, today MEND benefits from the assistance of over 5000volunteers (and only 33 paid staffers) to implement its vast array of programs that provide food; clothing; job training; medical, dental and vision care; classes for adults in English as a Second Language, literacy, and computer training; an after school program for kids; showers and other services for the homeless; and a Holiday Basket Program for 1300 pre-screened families in need. In 2015, 199,291 volunteer hours were provided, equating to 110 full-time employees.