

MEET EACH NEED WITH DIGNITY



10641 N. San Fernando Rd.
Pacoima, CA 91331

phone | 818.896.0246

fax | 818.897.0128

www.mendpoverty.org

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Contact: Dan Boyle

Tel: 818-209-1692

daniel.boyle@hillandknowlton.com

MEND's ANNUAL "HEAD TO TOES" EVENT PREPARES 200 CHILDREN FOR BACK-TO-SCHOOL

200 Third Graders Will Receive Vision Screening & Dental Services, as well as New Shoes, Backpacks and School Supplies

(Pacoima, CA) – MEND – Meet Each Need with Dignity, the San Fernando Valley's largest poverty center, will hold its annual "Head to Toes" event, in which more than 200 third graders visit various stations to receive a vision screening, a dental screening and fluoride treatment, and pick out a new shoes, backpacks and school supplies for school.

The Walt Disney Company will provide each child with backpacks and school supplies, and the Ella Fitzgerald Charitable Foundation will provide them with books and dictionaries. The children also will participate in a variety of arts and crafts and educational games.

WHAT: "Head to Toes" Event

WHEN: Wednesday, August 25, 2010
There will be two shifts: 8:30 a.m. to 11 a.m. and 11:30 a.m. to 2 p.m.

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

WHO: Approximately 200 Third Graders from the San Fernando Valley

ON-SITE CONTACT: Maggie Torres, MEND Program Director – 818-896-0246 or
Maggie@mendpoverty.org

About MEND -Meet Each Need with Dignity

MEND -Meet Each Need with Dignity, which serves as many as 31,000 poverty-level clients each month while remarkably keeping operating costs at or under 9%, is the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. *MEND's mission is to break the bonds of poverty by providing basic human needs and a pathway to self-reliance.*

MEND was born as a *volunteer-driven* organization nearly four decades ago in a garage in suburbia, and today utilizes more than 3700 volunteers (and only 23 paid staffers) to implement its vast array of programs that provide food, clothing, medical, dental and vision care; job training, classes in English as a Second Language, literacy, computers, office skills, sewing and parenting; math, reading and science tutoring for kids; hot meals, food, clothing and showers to the homeless and a community wide adopt-a-family Christmas Program.

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