

MEET EACH NEED WITH DIGNITY



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Red carpet is rolling out in Pacoima

Local charity prepares to host glitzy Oscar Night® celebration

Pacoima, CA – Red carpet, black tie, valet parking, gourmet catering, glitz and glamour are not part of the vernacular in Pacoima, least of all at MEND – Meet Each Need with Dignity, the San Fernando Valley’s largest poverty-relief agency. Food talk is normally related to MEND’s food bank which helps feed as many as 32,000 hungry people each month and fashion talk usually involves sorting through piles of donated clothing for those in need. But the red carpet has been ordered and MEND staff and volunteers are currently busy with invitations, menus and décor for its Oscar Night® America benefit.

On Sunday, February 27, charities around the country will host official viewing parties during the 83rd Academy Awards® ceremony as part of Oscar Night America, the Academy of Motion Picture Arts and Sciences’ outreach program. This year MEND was selected to host Los Angeles’ officially sanctioned party with proceeds directly benefiting MEND.

As Oscar hosts, **James Franco** and **Anne Hathaway** take the stage at Hollywood’s Kodak Theatre, the party at the MEND Center in Pacoima will be in full swing.

Diane Medina, Oscar Party Committee Co-Chair and VP for Community Relations at ABC7, says the event will have all the energy, glamour and excitement of Hollywood:

“All attendees to the event will be treated like celebrities, walking into our event on a red carpet. This grand entrance will be covered live by ABC 7. We will have a live broadcast of the Awards and will integrate Hollywood-style elements, local celebrities, ‘paparazzi’, predict-the-winner contests, auctions and lots of surprises.

“This event will raise funds vital to MEND’s operations and, of course, serve those in critical need in the San Fernando Valley.”

Academy Awards for outstanding film achievements of 2010 will be presented on Sunday, February 27, beginning at 4:00 PM at the Kodak Theatre in Hollywood and televised live by the ABC Television Network. The event will also be televised live in more than 200 countries worldwide.

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ABOUT MEND

MEND serves as many as 32,000 poverty-level clients each month while remarkably keeping operating costs at 5%. It 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.