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February 27, 2011  
Oscar Night® America

## MEDIA ADVISORY

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## **Red carpet is rolling out in Pacoima**

*Local charity prepares to host glitzy Oscar Night® celebration*

- WHAT:** MEND – Meet Each Need with Dignity, the San Fernando Valley’s largest poverty-relief agency, will host an Oscar Night® gala celebrating the 83<sup>rd</sup> Annual Academy Awards.
- WHERE:** The MEND Center, 10641 San Fernando Rd, Pacoima
- WHEN:** Sunday, February 27, 2011. Red carpet arrivals at 4:30pm.
- WHO:** MEND, where talk of red carpet, black tie, valet parking, and gourmet catering is in stark contrast to the usual talk of food banks, people in crisis, free medical care, and donations. Oscar Night America is the Academy of Motion Picture Arts and Sciences’ outreach program where charities around the country are chosen to host viewing parties during the Academy Awards®. This year, MEND was selected as Los Angeles’ officially sanctioned party with proceeds directly benefiting MEND.
- WHY:** To raise funds vital to MEND’s operations.

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## ABOUT MEND

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

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