

MEET EACH NEED WITH DIGNITY



10641 N. San Fernando Rd.  
Pacoima, CA 91331  
phone | 818.896.0246  
fax | 818.897.0128

[www.mendpoverty.org](http://www.mendpoverty.org)



**FOR IMMEDIATE RELEASE**

**March 25, 2011**

**\*\*\*\*MEDIA ALERT\*\*\*\*  
\*\*\*\*PHOTO OPPORTUNITY\*\*\*\***

***SAN FERNANDO VALLEY'S OLDEST FOOD BANK & POVERTY AGENCY  
RECOGNIZES VOLUNTEERS FROM 40 YEARS AGO & NEW ONES***

***Photo Opportunity: Photos of Generations of Volunteers – From 98-Old Antonia Alvarez to some of MEND's Youngest School-Aged Volunteers***

**WHAT:**

MEND-Meet Each Need with Dignity's – one of the the San Fernando Valley's oldest food bank and poverty relief agencies – celebrates 40 years of serving the community and its Annual Volunteer Recognition Party. Many original volunteers from the early 1970s, as well as current volunteers will be recognized for the many hours they have donated to serve low income residents with basic needs and empowerment programs.

**WHO:**

For the last 40 years, MEND volunteers have collected food, and used clothing for families referred by local schools and churches for the poorest families in the northeast San Fernando Valley. Over the years, education and training programs as well as health services were added that have made MEND the most comprehensive poverty relief agency in the area. The original, honorary volunteers, who gave MEND a name and a place for the community to give back, include:

- Co-Founders Ed and Carolyn Rose — who started MEND in 1971 and have served continuously for 40 years on the Board of Directors (both served as President at various times), and on committees and in programs. In addition, Ed drives a MEND truck to pick up food donations every Friday, and Carolyn is a retired nurse who volunteers in the MEND Medical Clinic twice each month.
- The Kirby Family: Peter Kirby was an award-winning TV editor prior to retiring in the late 1980's at which time he took over the coordination of the MEND Furniture Distribution program several days each week — a volunteer job he held for many years. He was also an active volunteer coordinator in the MEND Christmas Basket Program, as was his wife Kay, who also coordinated food and clothing drives for their church. Several of the Kirbys' children got involved in MEND while growing up and

continued to volunteer well into adulthood. All in all, the Kirby family was active with MEND for more than 25 years.

- Antonia Alvarez is now 98 years old but for many years earlier in her life, she ran the MEND Clothing distribution program. Her daughter Irene Galvan was an active MEND home visitor for many years as well.

**WHERE:**

The MEND Center, located at 10641 San Fernando Road, Pacoima, CA 91331

**WHEN:**

Saturday, March 26, 2011, 5:30 – 8:30 PM

**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.

**CONTACT:**

Erick López  
MEND | Executive Assistant  
10641 San Fernando Road, Pacoima, CA 91331  
Work: [\(818\) 686-7335](tel:(818)686-7335) | Fax: [\(818\) 897-0128](tel:(818)897-0128)  
[www.mendpoverty.org](http://www.mendpoverty.org) | [erick@mendpoverty.org](mailto:erick@mendpoverty.org)