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Poverty Center to be Transformed into An Elegant Tea Fundraiser on May 3 **San Fernando Valley Business Journal Publisher Pegi Matsuda to Receive First “Carolyn Rose” Award**

Pacoima, CA, March 18, 2008 – Hundreds of finely dressed ladies (and gentlemen) will imbibe in a formal four-course tea while listening to a master pianist at his grand piano in a venue usually reserved to providing food, clothing, and other essentials for the poor.

The third annual MENDING HEARTS Tea -- to be held at 11 a.m. on Saturday, May 3 at the new MEND Center – will allow benefactors attending the tea to directly witness how they are making the differences in the lives of thousands of people in the community.

MEND, the San Fernando Valley’s largest poverty agency, provides emergency food, clothing, health care and other services to nearly 45,000 people monthly. The architecture and décor of the new \$8.5 million MEND Center belies the fact that it’s the largest distribution center for the poor in the San Fernando Valley. The facility features decorative tile and attractive, playful interiors.

On a usual day, hundreds of individuals and families will come to the MEND Center, located at 10641 San Fernando Road in Pacoima, to receive boxes of food, pick out clothes, have a dental check up or take a shower. On May 3 the second floor of the MEND center will be transformed into a lavish champagne reception complete with a jazz band, a silent auction and a viewing of the KABC-produced MEND video.

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The reception is followed at 12:30 p.m. by an elegant tea, transforming the Lobby of the MEND Center with tables set from committee members' own private china and silver tea collections. Steinway International Artist Steve Hall will perform at his grand piano while the guests enjoy a four-course tea.

The event will also include the presentation of the first annual "Carolyn Rose" Award to MEND co-founder Carolyn Rose and to the inaugural recipient, Pegi Matsuda, Publisher of the San Fernando Valley Business Journal.

The cost to attend this elegant affair and to support MEND is \$75. To receive an invitation to the event or for more information, call MENDING HEARTS Tea co-chairs Letty Siegel at 818-774-2214 or Bette Baer at 818-429-6066.

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