

MEET EACH NEED WITH DIGNITY



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FOR IMMEDIATE RELEASE

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And the Oscar® goes to ... MEND
*Pacoima charity selected once again to host Oscar Night® celebration
to be held at Universal Studios HollywoodSM – The Globe Theatre*

Pacoima, CA, February 14, 2012 — MEND – Meet Each Need with Dignity, the San Fernando Valley's largest poverty-relief agency, has been selected by the Academy of Motion Picture Arts and Sciences to be the charity in the Los Angeles market to host an Oscar Night® America benefit. This is the second year in a row MEND has been chosen.

MEND will host a gala dinner on Sunday, February 26, 2012, at the Universal Studios HollywoodSM Globe Theatre. It is timed from 4:00-9:00 pm to coincide with red-carpet arrivals and will feature a live broadcast of the awards. MEND is a Universal Studios Hollywood Discover A Star Foundation charity.

Charities around the country will host official Oscar® viewing parties during the 84th Academy Awards® ceremony as part of Oscar Night America, the Academy of Motion Picture Arts and Sciences' grassroots charity initiative. The Academy sanctions only one charity in each media market area to host an event on Oscar Night, with proceeds directly benefiting that charity.

MEND is delighted to be chosen once again as the Los Angeles area charity, and preparations are already underway for what promises to be a spectacular night.

“We are obviously thrilled to be part of this great evening and the event will raise funds vital to MEND's operations and, of course, serve those in critical need in our community,” says Marianne Haver Hill, MEND President and CEO. “A big thank you to the Academy and our friends at ABC7 who are actively participating in the event.”

Oscar Night Los Angeles will feature Hollywood-style party elements including red-carpet arrivals, local celebrities, “paparazzi”, predict-the-winner contests, auctions, and -- of course -- great wine and food. Wine for the event will be donated by Francis Ford Coppola Wineries, pouring their *Diamond Collection* wines and *Director's Family* wines. The dinner will be prepared by Wolfgang Puck Catering.

The gala will also honor Universal's Discover a Star Foundation and UNIDOS, a Warner Bros Business Resource Group.

Academy Awards for outstanding film achievements of 2011 will be presented on Sunday, February 26, 2012, at the Kodak Theatre in Hollywood and televised live by the ABC Television Network.

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ABOUT MEND

MEND serves as many as 30,000 poverty-level clients each month while remarkably keeping operating costs around 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.