

MEET EACH NEED WITH DIGNITY



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MEND celebrates the Oscars®

Pacoima charity selected to host Oscar Night® celebration for unique fundraising event

Pacoima, CA — 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.

On Sunday, February 27, charities around the country will host official Oscar® viewing parties during the 83rd Academy Awards® ceremony as part of Oscar Night America, the Academy of Motion Picture Arts and Sciences’ outreach program. The Academy sanctions these charities to host these events on Oscar Night, with proceeds directly benefiting the charities.

Marianne Haver Hill, MEND President and CEO, says MEND is delighted to be chosen and preparations are already underway for what promises to be a spectacular night.

“The Oscar Night party will be held at our beautiful MEND Center in Pacoima and will feature a live broadcast of the Awards. We will, of course, integrate Hollywood-style party elements, including red carpet arrivals, local celebrities, “paparazzi” photographers, predict-the-winner contests and auctions.

“This event will raise funds vital to MEND’s operations and, of course, to serve those in critical need in the San Fernando Valley. A big thank you to the Academy and our friends at KABC-TV who are actively participating in the event.”

Academy Awards for outstanding film achievements of 2010 will be presented on Sunday, February 27, 2011, 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 at or under 6%. 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.