

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)



## MEDIA ADVISORY

### NEWS RELEASE

August 24, 2011

#### Contact:

Maria Salmeron, Associate Program Director  
(818) 686-7325  
[maria@mendpoverty.org](mailto:maria@mendpoverty.org)

#### \*\*\*Photo Opportunities\*\*\*

### MEND'S ANNUAL "HEAD TO TOES" EVENT PROVIDES MORE THAN 200 THIRD GRADE STUDENTS WITH BACK-TO-SCHOOL ESSENTIALS

#### Students from Pacoima's Vaughn Next Century Learning Center Receive Donated Dental and Vision Screenings, New Backpacks with School Supplies and New Shoes

(Pacoima, CA) – MEND—Meet Each Need with Dignity, the San Fernando Valley's largest poverty center will host its 12<sup>th</sup> annual "Head to Toes" Event, which provides approximately 220 third-grade students with full back-to-school care.

**WHO:** Approximately 220 third-grade students from Pacoima.

**WHAT:** Students will be divided into 5 to 6 stations to participate in the following: dental screenings and fluoride treatment, vision screenings, an exercise activity, arts & crafts, and new shoe selection. Finally, at the end of their shift, each child will receive a new backpack, donated by the Walt Disney Company, and new basic school supplies donated by the Ella Fitzgerald Charitable Foundation.

\*\*\*Photo Opportunity: 200 third graders receiving vision and dental care (a first-time experience for some) and participating in activities. Photo release waivers signed by parent(s) will be available.

**WHEN:** Wednesday, August 31, 2011

There will be two shifts: 8:30 a.m. to 11 a.m.; and 11:45 to 2 p.m. Children will line up for busses at 11 a.m. and 2 p.m., which is when they will receive their new backpacks.

**WHERE:** The MEND Center – 10641 North San Fernando Road, Pacoima, CA 91331 (reserved parking available for media that RSVP)

**On-Site Contact:** Maria Salmeron, Associate Program Director, (818) 686-7325.  
[maria@mendpoverty.org](mailto:maria@mendpoverty.org)

**About MEND-- Meet Each Need with Dignity**

MEND-- Meet Each Need with Dignity, which serves as many as 32,000 poverty-level clients each month while remarkably keeping operating costs to 5%, is the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. MEND's mission is to relieve the effects of poverty by providing all the basic human needs while giving their clients the tools, education, training, support and opportunities necessary to start the transition out of poverty.

MEND was born as a volunteer-powered organization four decades ago in a garage in suburbia, and today utilizes more than 3200 volunteers (and only 24 paid staffers) to implement its vast array of programs that provide food, clothing, medical, dental and vision care; job training, classes in English as a Second Language, literacy, computers, office skills, sewing and parenting; math, reading and science tutoring for kids; hot meals, food, clothing and showers to the homeless and a community wide adopt-a-family Christmas Program.

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