



FOR IMMEDIATE RELEASE
September 27, 2007

CONTACT: Marianne Haver Hill
818-896-0246 x212

**** MEDIA ADVISORY ****

COUNCILMEMBER ALARCÓN TO PRESENT LOCAL NON-PROFIT “MEET EACH NEED WITH DIGNITY” (MEND) WITH \$25,000 CHECK

- WHAT:** MEND’S “Mexican Fiesta” Fundraiser
Supporting MEND’s Emergency Food Program
- WHO:** Richard Alarcón, Los Angeles City Councilmember, District Seven
Marianne Haver Hill, Executive Director, MEND
Community Members and Supporters of MEND
- WHEN:** Friday, September 28, 2007
6:00 PM
- WHERE:** MEND Center
10641 San Fernando Road
Pacoima, CA 91331
- VISUALS:** Presentation of a \$25,000 check
Entertainment by Mariachi Aztlan and Ballet Folklorico Olin

Background: This past summer, Councilmember Richard Alarcón pledged to match funds raised for MEND’s “Stop Summer Hunger” campaign dollar for dollar, up to \$25,000. MEND hit this goal and, this coming Friday at their “Mexican Fiesta” fundraiser, Councilmember Alarcón will be presenting MEND with a check for \$25,000, which he raised from private donations.

MEND is one of the premiere non-profit agencies in the San Fernando Valley, serving over 40,000 clients each month. Since moving into a new facility last spring, the number of clients being served has risen by more than 50%. MEND provides emergency food, clothing, medial and dental care, job skills training and job placement assistance, ESL classes, a computer lab and a Christmas program.

Councilmember Alarcón is the former President of the Board for MEND and has been a volunteer truck driver for the organization, distributing food to the community. He currently Chairs the Ad Hoc Committee on Ending Poverty in Los Angeles, which is tasked with the creation of a Master Plan to End Poverty in Los Angeles.

MEET EACH NEED WITH DIGNITY