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MEDIA ALERT FOR IMMEDIATE RELEASE

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**MEND KICKS OFF BACK-TO-SCHOOL SEASON
WITH “TEETH TO TOES” EVENT**

**From Dental Services to New Shoes, 180 Third Graders Visit New MEND Center
in Pacoima on Wednesday, August 29, 2007 for Fun and Learning**

This Event is Made Possible in Part by Support from Disney Worldwide Outreach

(August 14, 2007 - Los Angeles) Meet Each Need With Dignity (MEND), the San Fernando Valley’s largest agency for the poor, celebrates back-to-school season with its annual MEND Event “Teeth to Toes” taking place on Wednesday, August 29, at MEND’s newly built 40,000 square foot facility in Pacoima.

Beginning at 8:30 a.m., 180 San Fernando Valley third graders will visit specially created stations to choose a new pair of shoes, receive a Fluoride Treatment on their teeth, and participate in educational games and a variety of arts and crafts. The Walt Disney Company is also providing each child with backpacks and school supplies. In addition, the children will receive books and dictionaries donated by the Ella Fitzgerald Charitable Foundation. To wrap up the day, each child will also have the opportunity to meet and take photos with some of their favorite Disney characters.

WHO: Third Graders from the San Fernando Valley (180 children)

WHAT: “Teeth to Toes,” annual MEND Center Event

WHEN: Wednesday, August 29, 2007; 8:30 a.m. - 2 p.m.

WHERE: MEND Center, located at 10641 N. San Fernando Road in Pacoima

MEDIA: RSVPs appreciated. Please contact Jenny Gutierrez or Michelle Chavez.

There will be two shifts: 8:30 – 11 a.m. and 11:30 a.m. – 2 p.m.

Onsite publicist is Michelle Chavez, MEND Co-PR Chair, cell: 213-700-6829

VISUALS: Visuals include children receiving dental sealant application, volunteers selecting and fitting children for new shoes, children learning dental care (i.e, proper way to brush teeth), participating in activities, and interacting with Disney characters.

About MEND

Throughout its 35-year history, MEND has led the effort to transform the lives of the neediest residents of the San Fernando Valley. MEND is a volunteer-driven organization that provides services that meet the basic human needs of individuals who reside in the northeast San Fernando Valley. MEND has grown primarily by word-of-mouth into one of the leanest operating non-profit organizations in existence. More than 95 percent of the support and donations the organization receives goes to provide emergency food, clothing, medical and dental care, job skills training and job placement assistance, English as a Second Language classes, computer lab, and a Christmas program. Serving in excess of 40,000 clients each month, MEND is now the largest anti-poverty agency in the Valley.

About Disney's Outreach

Disney brightens the lives of children in need around the world through global outreach programs, local community initiatives and the Disney VoluntEARS program. The Disney VoluntEARS program provides opportunities for Disney employees to contribute their time and expertise towards making a positive impact in the communities they serve while furthering the traditions and ideals of The Walt Disney Company. . Last year, Disney donated more than \$170 million in cash and in-kind support to various charities around the world. Disney VoluntEARS contributed more than 485,000 hours of service and the company drew upon its unique magic to make wishes come true for children and families. For more information on Disney's outreach efforts, please visit www.disneyoutreach.com

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