



**500 Lucas Avenue  
Los Angeles, CA  
90017  
213-250-4800 phone  
213-250-4900 fax**

**FOR IMMEDIATE RELEASE**

May 1, 2009

**13<sup>TH</sup> ANNUAL CINCO DE MAYO EVENT BENEFITS PARA LOS NIÑOS**

***Even in extreme economic times, “Celebrando La Vida...A Night in San Miguel de Allende”  
raises record amount for nonprofit education & support services agency***

In the midst of an extremely challenging economy, more than 600 civic and business leaders, and young urban professional supporters of Para Los Niños attended the organization’s annual signature fundraising event at the Gilmore Adobe at the Original Farmer’s Market, collecting more than \$660,000 for the organization’s education and social services programs.

Gisselle Acevedo, President and CEO of Para Los Niños, was humbled by the magnitude of the contributions and the work the funds will support. “Tonight is when Para Los Niños gets the opportunity to throw a party for you, our gracious donors, supporters and friends, for helping us to ensure that children do not roam the streets, choose violence, use drugs, or cry in the middle of the night because they are hungry.

“I know that together, we can create a society where children and families, regardless of ethnicity, income, disability, or gender, have an opportunity to enjoy freedom, justice and love,” she continued. “Together, we can create a society where every child can read, because illiteracy is a life-long sentence to social and economic impoverishment.”

Joining the festivities were several elected officials, including Los Angeles School Board President Mónica García, and School Board Members Tamar Galatzan, Marlene Canter, and Yolie Flores Aguilar, City Councilmember Tom La Bonge, City Controller-elect Wendy Greuel, and County Supervisor Mark Ridley-Thomas. Among the generous Sponsors were Tina and Rick Caruso, KROQ, Nestlé, Target, Vons, AEG, Coca Cola, Health Net, Nielsen and Variety.

The lush gardens surrounding the historic Gilmore Adobe were transformed into an oasis reminiscent of San Miguel de Allende – the world-renowned artist colony in the heart of Mexico, and the evening included dinner, dancing, strolling mariachis, a DJ, cigar lounge, cabañas, and live and silent auctions.

The silent and live auctions generated significant excitement and funds. Items included tickets to the American Idol finale show, original artwork by U.S. Senator Dianne Feinstein, trips to San Miguel de Allende, Puerto Vallarta and Cancun, Mexico Santa Fe, New Mexico Palm Springs and Disneyland, private dinner for eight cooked by Top Chef finalist Chris Jacobson, spa treatments, sports paraphernalia, wining/dining, art, and concert tickets.

***Para Los Niños opened its doors in 1980 in response to the plight of children living in Skid Row hotels. Initially, 45 children received daycare at the agency; today, in its 29<sup>th</sup> year of operation, Para Los Niños strives to address the root causes of poverty and annually assists 4,600 low-income children and youth, and 4,000 economically challenged families from 28 sites throughout Southern California.***

***The agency’s core programs revolve around educational and family support services. Education programs include early childhood services, Charter Schools (K-6), after-school enrichment, youth diversion and delinquency prevention, youth***

*workforce services, and a life skills training and academic assistance program for transitioning foster youth. Para Los Niños offers emergency and ongoing comprehensive support to at-risk families, including food and shelter vouchers, child abuse and domestic violence prevention, parenting skills, and mental health services.*