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*fresh stART* HOSTS ANNUAL ART SALE  
TO BENEFIT PARA LOS NIÑOS

*Mad Men's Jon Hamm, The Office's Melora Hardin among event's celebrity hosts*

SANTA MONICA, CA -- More than 1,000 hand-picked young art collectors and celebrities came together for *fresh stART* event, an annual one-night art exhibition and sale that raises funds for programs that provide art enrichment opportunities for youth in underserved communities.

"We are thrilled by the response that this year's event has had from artists and attendees. Each year this event gets bigger and better, and we are excited that this evening will enable kids from Los Angeles's neediest communities to experience art," said *fresh stART* Founder Cris McCall, who developed the idea for this event hearing a radio report about the effectiveness of arts therapy programs on abused children. "Our success is due in large part to our sponsors, artists, and volunteers who make the event possible, and I want to thank them for their invaluable participation in this year's *fresh stART*."

The 2009 event will benefit Para los Niños, a community-based organization that provides educational and family support services in Los Angeles's neediest communities. *fresh stART* will help fund arts programs at the Para los Niños Elementary Charter School and Middle School as well as therapeutic art programs for the organization's Youth Development Services, which serves youth currently or formerly in foster care.

"We are honored to have been selected by *fresh StART* as the beneficiaries of this year's art auction, and we are grateful to everyone who participated," said Gisselle Acevedo, President and CEO of Para Los Niños. "The positive impact of art in the development of our young at-risk students is immeasurable. Through art, they are discovering themselves and the world. For these children and youth, art is a great equalizer."

Each year, the event benefits from Hollywood celebrities who support and attend this annual event. This year, attendees and Honorary Committee members included **Jon Hamm** (*Mad Men*), **Melora Hardin** (*The Office*), **Felicity Huffman** (*Desperate Housewives*), **Christa Miller** (*Scrubs*), **Arden Myrin** (*MADtv*), **Jeanne Tripplehorn** (*Big Love*), **Leland Orser** (*ER*), **Jennifer Westfeldt**, **Mark Feuerstein**, and **Mark and Sunrise Ruffalo**. Los Angeles Mayor **Antonio Villaraigosa** and Los Angeles City Council President **Eric Garcetti** also served on the Honorary Committee.

McCall Family Foundation [tax i.d. no. 95-4868990]  
2301 Chiselhurst Drive Los Angeles CA 90027 [www.freshstartweb.org](http://www.freshstartweb.org)

More than 100 Los Angeles artists provided more than 200 pieces of art for the exhibition and sale, which was held at the ARENA 1 Gallery in Santa Monica. Artists who participated in the 2009 **fresh stART** include Souther Salazar, Johnny Detiger, Alexandra Grant, Edward del Rosario, Evah Fan, Esther Pearl Watson, Megan Whitmarsh, and Mary Ann Strandell.

Founded in 2001, **fresh stART** is the annual fundraising event of the McCall Family Foundation and has raised more than \$550,000 for non-profit organizations, including My Friend's Place, A Window Between Worlds, and Free Arts for Abused Children.

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### **ABOUT fresh stART**

Founded in 2001, **fresh stART** ([www.freshstartweb.org](http://www.freshstartweb.org)), the annual fundraising event of the McCall Family Foundation, is a one-night art exhibition and sale that benefits programs that provide arts-related therapies to at-risk children designated. It also strives to stimulate the arts in Los Angeles by providing potential collectors with a personal connection to both established and emerging artists. The McCall Family Foundation is a 501(c)(3). Sources of funding include the benefit exhibition and private and corporate donations. **fresh stART** operates wholly through the efforts of volunteers.

### **ABOUT PARA LOS NIÑOS**

Para Los Niños opened its doors in 1980 in response to the plight of children living in Skid Row hotels. Initially, 45 children received care at the agency; today, in its 29th year of operation, Para Los Niños assists 3,500 low-income children and youth each week and 5,000 economically challenged families every year from 28 sites throughout Southern California.

The agency's core programs evolve 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.