



The Midnight Mission

Making a Difference Since 1914

601 South San Pedro Street, Los Angeles, California 90014 213.624.9258 www.midnightmission.org

DIRECTORS:

R. Stephen Doan
Chairman

Ali Razi
Vice Chairman

Larry L. Adamson
President & C.A.O.

Saul Alvarado

Ed Begley, Jr.

Gerald W. Chamales

David R. Doan

Ronald Koretz, M.D.

Vic Majarian

Tina Olson

C. Drew Planting

Ronald Robinson

Mark S. Rothstein

Glenn D. Woody

DIRECTORS EMERIT:

Roy J. Henville
H. Herbert Wilkins

Clancy Imislund
Managing Director

Santa Claus, Celebrities and Volunteers Join with The Midnight Mission to bring Christmas Joy to homeless men, women and children on Skid Row.

-
- TO:** All News Assignment Editors, and Community and Lifestyle Reporters
- WHAT:** **Christmas Brunch and Santa's Village at The Midnight Mission.** Thousands of homeless men, women and children will be treated to a terrific holiday meal on Christmas morning. Concurrently, the Mission will host **Santa's Village** where the homeless and near-homeless children will be able to select toys of their choice.
- VISUALS:** Thousands of people will get the opportunity to enjoy the season's most special holiday. Parents will smile as they witness their children's joy as they meet Santa and Mrs. Claus and select their own special gifts. Hundreds of volunteers led by **Dick Van Dyke, Anthony Hopkins** and wife **Stella Hopkins** will be on hand to act as elves and helpers. Staff members from **AEG, Nestle, Farmer John and Heidrick and Struggles** will join the festivities demonstrating how Los Angeles cares about its most needy citizen's.
- With the backdrop of the worst economic cycle the country has experienced in decades, there will be an opportunity to learn first-hand how people are faring. Already there has been an enormous increase in the demand for our traditional services at our facility and others. This event presents the opportunity to chronicle the very real tragedies that live behind the headlines. The story opportunities include wonderful feel-good pieces as well as hard news angles directly from people affected by the crisis in our economic and housing markets.
- WHEN:** **Thursday, DECEMBER 25, 2008** from **8:00 a.m. – 1:00 p.m.** or until everyone is served. Hundreds of volunteers will be at the Mission on Christmas preparing the gifts and food for the Christmas Day Celebration.
- WHERE:** **THE MIDNIGHT MISSION, 601 S. San Pedro Street, Los Angeles (corner of Sixth and San Pedro Streets)**
- CONTACT:** **Orlando Ward**
Cell: **(213) 216-6910**
Desk: **(213) 624-1026**