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THE MIDNIGHT MISSION 2010 WINNER'S CHOICE SUMMER RAFFLE

Help The Homeless And Win A 2011 BMW 750 Li or \$65,000 In Cash!

LOS ANGELES, CA (July 1, 2010) - The Midnight Mission has kicked off its first ever raffle fundraising campaign since opening its doors in 1914. Launched June 14, the grand prize will be a 2011 BMW 750 Li or \$65,000 cash payout option. Odds of winning are 1 in 256 and a total of 30 Prizes worth over \$100,000 will be awarded. Tickets are \$50.

Net proceeds will benefit The Midnight Mission's life-changing programs for homeless men, women and children. The summer raffle will generate sorely needed funds to ensure that the Mission can deliver high quality services in hard economic times.

"We are seeing more victims of the economy reach out to organizations like ours for help," says Orlando Ward Director of Program Services. "At the same time, we have seen our donation levels decrease so we have to be creative and innovative in our approach to fundraising for our anticipated needs. With your help the summer raffle will raise \$300,000 to ensure the continuation of programs and services for the privately funded charity." Ward said.

Those who purchase tickets before the "early bird" deadlines of July 21 and August 25 are eligible to win travel packages valued at \$5,000. All tickets will be entered for the grand prize drawing to be held late September. Additional prizes include a pair of his and hers Tag Heuer watches, GPS Systems, i-Pods and i-Pads.

A complete list of the contest rules and regulations can be viewed at <http://winnerschoicemidnightmission.com/> to purchase tickets, view photos of the prizes, and for more information call 1-877-338-2968 or visit the website or walk-ins at The Midnight Mission or one of our downtown partners Bolt Barbers and Urban Noodle Restaurant.

ABOUT THE MIDNIGHT MISSION:

The Midnight Mission is a privately funded prominent human services provider with no religious or political affiliations. Established in 1914, The Midnight Mission provides diverse services to homeless men, women and children of Los Angeles, striving to re-establish them as useful and self-respecting citizens. Offering basic subsistence services, educational opportunities and jobs, The Midnight Mission believes in extending a hand up rather than a handout. It offers therapies to treat drug and alcohol addiction and provides medical and legal services. The Mission offers help at no charge to any man, woman or child who walks through its doors in downtown L.A. The Midnight Mission is a California 501(c)3 nonprofit corporation and operates largely through private funding. For more information visit www.midnightmission.org or contact Orlando Ward 213-624-1026, oward@midnightmission.org.

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