



The Midnight Mission

Making a Difference Since 1914

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

FOR IMMEDIATE RELEASE

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Santa Claus, Celebrities and Volunteers Join The Midnight Mission to bring Christmas Joy to Homeless Men, Women, and Children on Skid Row

- WHAT:** Christmas Brunch and Santa's Village at The Midnight Mission. Thousands of homeless men, women and children will be welcomed for a hearty Christmas brunch on Christmas morning. Concurrently, the Mission will host Santa's Village where homeless and near-homeless children will be able to select toys of their choice and meet Santa Claus.
- WHEN:** Saturday, December 25, 2010 8:00 a.m. to 1 p.m. or until everyone is served.
- WHERE:** The Midnight Mission at 601 South San Pedro Street, LA 90014
- WHO:** Hundreds of volunteers led by **Dick Van Dyke** will be on hand to serve as elves and helpers demonstrating how Los Angeles cares about its most needy citizens. Volunteers from corporate sponsor, **Nestlé USA**, will distribute 2,000 food bags. Santa's Village is made possible by hundreds of volunteers, businesses, service groups, and individuals. A special thanks to Downtown LA businesses for their help, The Edison Downtown, 7th + Fig Donor Center courtesy of Brookfield Properties, BOMA Toy Drive, Sempra Energy, So Cal Gas, Farmer John, and many others.
- VISUALS:** Thousands of people will get the opportunity to enjoy the season's most special holiday. Children will arrive in the early morning to secure their place in line hours before Santa's Village opens. Parents will smile as they witness their child's joy as they meet Santa and Mrs. Claus and select their own special gifts.

The Midnight Mission is a privately funded organization providing diverse services to homeless men, women and children of Los Angeles. It offers basic subsistence services, educational opportunities and jobs, as well as therapies to treat drug and alcohol addiction and medical and legal services. The Mission offers help at no charge. www.midnightmission.org