

Hollywood Celebrity Icons Partner with The ASHÉ Foundation to Embrace the Homeless Men at the Midnight Mission in Los Angeles

Los Angeles June 16, 2009 - When a major humanitarian cause is the buzz around town in Hollywood, it is not uncommon to witness a line-up of celebrity icons step up, reach out and show their support. The ASHÉ Foundation, a California based 501 [c] [3] non-profit organization committed to changing the lives of the millions of children in African nations who have been orphaned by the devastating effects caused by AIDS and the displaced living on Skid Row, is one of those celebrity endorsed organizations.

Through their efforts, they gather and distribute shoes, clothing, other necessities, and services to aid the disadvantaged and underprivileged children of African nations. As well, they recognize the needs of the displaced right here in our own back yard and continue to gather shoes for the homeless and disadvantaged in the Los Angeles area. They have five amazing programs: Shoes for Africa, Shoes for Los Angeles, It Takes a Village – Sponsor a Child, A Road To Success – “Every Child Deserves A Place to Learn” and “The Power To Make Things Happen” Scholarship.

On June 24th, Hollywood icons and athletes, **Tom Arnold, Kenny Lattimore, Brandon Fobbs, Howard Hewett, Essence Atkins, Claudia Wells, Jonathan Bennett, Teddy Riley, Niecy Nash, Antonio Cromartie, Harry Smith, Ananda Lewis, Saxophonist Mark Allen Fenton will perform**, and many more will be on tap to join The ASHÉ Foundation as they wash the feet and place clean white socks and adequate shoes on the displaced and disadvantage men in the courtyard of The Midnight Mission located at 601 South San Pedro Street, Los Angeles, from 1:00 p.m. - 5:00 p.m. **Clergy leaders, Pastor Barry Lyons of Living Waters of the San Fernando Valley, Pastor Charles Humphrey of Hope’s House Ministries and Rev. John W. Miller of Community Lutheran Church of Los Angeles** along with several members of their church, will also be on site to lend a hand to this day of loving and serving the displaced.

"Homelessness has always been my number one platform, says Executive Director Dion Fearon, so providing basic needs such as socks and adequate shoes for the displaced on Skid Row was only natural. Choosing The Midnight Mission to partner with to accomplish this was pure faith. God told me that I was to wash the feet of the homeless. I said okay and I believe that we were spiritually and physically led to walk in the doors of the The Midnight Mission and inquire about how we can help change the world two feet at a time right here in Los Angeles. As we walked through those doors unannounced and not knowing what to expect, Mr. Marcus Butler stood there and said, "May I help you" and from there a long term partnership was established."

Actor Tom Arnold says, "This is simple and specific and I can see wrapping my brain around supporting this foundation."

“This type of community outpouring is amazing and the timing couldn’t be better. With our economy suffering and the demand for our services rising, we know that it will take efforts like this from the local community to get us through these trying times. We are grateful to have the opportunity to facilitate this marvelous event,” added Larry Adamson, President of the mission.

To date, The ASHÉ' Foundation has traveled to Maputo, Mozambique where they distributed over 3500 pairs of shoes and clothing to a crowd of 7000. Furthermore, they will be traveling to the countries of Cote D 'Ivoire and Ghana early September to distribute shoes, clothing, soccer equipment, school supplies and medical supplies to orphans in the city of Abidjan, Azurretti and Pram Pram Health Center in Accra, Ghana. Furthermore, the foundation along with The Kanimambo Foundation will return back to Maputo, Mozambique in January 2010 to distribute shoes, clothing and mosquito netting. The mosquito netting helps to prevent malaria.

If you or someone you know has a brand new pair of men's shoes to donate to the Midnight Mission event on June 24th, please contact **The ASHÉ Foundation at (323) 850-6964**. For more information about The ASHÉ Foundation visit:

www.theashefoundation.org

Successful partnership, sponsorship, donors and volunteers are needed to guarantee the foundations success and allow us to change the world two feet at a time.

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**For Immediate Release:
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ABOUT THE MIDNIGHT MISSION

The Midnight Mission's Managing Director, Clancy Imislund will be the event speaker for this event. A recovering alcoholic himself, and a staff member for the mission since 1973, Clancy brings a level of empathy that is difficult to match. He was a leading force for the organization through the dramatic changes that occurred on Skid Row over the last thirty years.

Mission Statement

To offer a bridge to self-sufficiency for homeless people through counseling, education, training and job placement. To make available the necessities of life to homeless people: food, shelter, clothing, personal hygiene needs, and medical care. To offer the 12-step approach to recovery. To serve homeless people with empathy and respect, without sermonizing. To provide for the homeless as an independent social service agency. The Midnight Mission is an independent, non-profit organization that has no religious or political affiliations. The goals of our programs are to facilitate the growth of our clients/participants/guests and enhance their capacities for self-sufficiency. This is attained by removing obstacles that impede personal growth, i.e., substance abuse, educational deficiencies, lack of basic necessities and poor mental and physical health issues. We not only provide access to services that address the above-listed issues, but we also change those environmental factors which impede or interfere with the progress of growth and self-fulfillment. We expect every participant in our programs to commit to an individual plan of recovery and transition and will provide whatever tools necessary for our participants and guests to reach their highest potential.