



The Midnight Mission

Making a Difference Since 1914

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FOR IMMEDIATE RELEASE

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MUSIC WITH A MISSION STRIKES A CHORD

- WHAT:** Music With A Mission - Monthly Concert
- WHEN:** Thursday, June 30, 2010, 1:30 - 3:00 pm
(the last Thursday of every month)
- WHERE:** The Midnight Mission, 601 S. San Pedro St., LA, CA 90014
- WHO:** **The Dollyrots** (<http://www.dollyrots.com/>)
This amazing up and coming group just finished a six-date tour with The GO-GOs.
- WHY:** The Midnight Mission (TMM) frequently hosts many outside events involving music to raise money for TMM. Yet, we rarely host any arts programming for the people who live on Skid Row. It was because of this that, Georgia Berkovich founded *Music With a Mission*, to entertain and inspire those living on Skid Row. Music is a survival tactic for many people in dealing with life's difficulties. Georgia, TMM's Public Affairs Coordinator, wanted to plan something musical that was just for the people living on Skid Row in Los Angeles.

Each month, Georgia invites one musician or small musical group to come and play their music at TMM. She states "If just a few people can enjoy some music - listen, dance or even just put down their bag for a little while, it is worth it! Music and pain are great equalizers."

In the last year, *Music With A Mission* has grown into an event that people look forward to. Georgia exclaims that she now has musicians calling in that ask her if they can have the privilege of being a part of the show. The guests are responding so positively to the event that they consistently ask when the next show will be held.

We are currently looking for sponsors for this ever-growing community event. If you are interested, please contact Georgia Berkovich.

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. TMM offers help at no charge. www.midnightmission.org