



**FOR IMMEDIATE RELEASE**

Contact:

Georgia Berkovich

[gberkovich@midnightmission.org](mailto:gberkovich@midnightmission.org)

(213) 624-4588

**MUSIC WITH A MISSION – STRIKING A CHORD SINCE 2010**

**WHAT:** Music With A Mission (MWAM)

**WHEN:** Thursday - May 3, 2018 - 2:00 pm to 3:30 pm

**WHERE:** The Midnight Mission, 601 S. San Pedro St., LA, CA 90014

**WHO:** **Jim Netto**

Jim's love of music developed at an early age and by the time he was in his teens he was performing live music with two different groups. He was a frequent performer in the local club scene and on television, stage and records in his hometown of Louisville, KY. Jim's musical tastes cover most styles of music, as is evidenced by the eclectic mix of songs in his live performances today.

The Midnight hosts Music With a Mission (MWAM) to entertain and inspire those living on Skid Row. Music is a survival tactic for many people in dealing with life's difficulties. MWAM is aimed at bringing our community together through music. MWAM is quite simple. Musicians bring their instruments and play for our homeless and near-homeless guests. It is an intimate setting, so musicians have the opportunity to interact with our guests, answer questions and/or talk about music and its history. We encourage musicians to invite their fan base so they can engage and enjoy music with individuals they would not normally encounter in their daily lives. **We are currently looking for sponsors for this ever-growing community event. If you are interested, please contact Georgia Berkovich at 213-624-4588 or [gberkovich@midnightmission.org](mailto:gberkovich@midnightmission.org).**

**About The Midnight Mission:** Founded in 1914, The Midnight Mission offers paths to self-sufficiency to men, women and children who have lost direction. Our emergency services and 12-step recovery, family living, job training, education and workforce development programs offer a compassionate bridge to achieve and maintain healthy, productive lives. We remove obstacles and provide the accountability and structure that people who are experiencing homelessness need to be productive in their communities. Our conviction and commitment to their success define us. For additional information, please visit [www.midnightmission.org](http://www.midnightmission.org).