



FOR IMMEDIATE RELEASE

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**Local Iranian American Volunteers and The Midnight Mission to Transform Skid Row for
6th Annual Nowruz Celebration**

The Midnight Mission will team up with Iranian American community volunteers to stage the **6th annual Nowruz at The Midnight Mission** – an Iranian New Year celebration sponsored by **SKECHERS USA, Inc., Yucatan Guacamole, KIRN 670am Radio Iran, The Rancho Park Rotary Club** and other local organizations.

The festive outdoor event will bring together the homeless community on Skid Row in Downtown Los Angeles with Iranian American volunteers on Friday, March 17th, from 3:00 pm to 6:00 pm. Last year, more than 150 volunteers participated in the Nowruz celebration at The Midnight Mission, resulting in more than 2,000 meals served and 4,000 articles of clothing distributed. Hundreds of volunteers, Iranian celebrities and local leaders are expected to join in this year's celebration.

The event will feature a traditional Nowruz meal of Iranian delicacies, as well as live musical entertainment and performances by dance ensembles. In keeping with the Nowruz tradition of gift giving to the family at the New Year, a selection of clothing and toys will also be donated to each person in attendance as well.

Nowruz, a 3,000 year-old Iranian holiday for people of all faiths, honors a time of deep spirituality when light symbolically conquers darkness and people open their hearts to help those less fortunate than themselves.

The Midnight Mission embodies the spirit of Nowruz year-round and has been a source of revival and renewal for the homeless population of Los Angeles for more than a century. Although The Midnight Mission has never missed a meal service in all of its 102 years of operation, the organization provides much more than meal service and is a resource for life-changing and life-saving programs that range from education and workforce development, to health and wellness and the 12-step recovery program, for the homeless population of Los Angeles.

For more information, visit www.nowruzinla.com or call 213-553-2329.

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.