



**FOR IMMEDIATE RELEASE**  
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**Santa Claus, Event Sponsor Nestlé USA, Inc., Celebrities and Volunteers Will Join The Midnight Mission in Bringing Christmas Joy to Homeless Individuals & Families in Skid Row**

**WHAT:** Thousands of homeless men, women and children will be welcomed for a hearty Christmas brunch on Christmas morning. Concurrently, The Midnight Mission will host Santa's Village where thousands of homeless and near-homeless children will be able to select toys of their choice and meet Santa Claus.

**WHEN:** Monday, December 25, 2017 - 8:00 a.m. to 12:30 p.m. or until everyone is served.

**WHO:** The Midnight Mission, *Event Sponsor Nestlé USA, Inc.* and hundreds of volunteers led by *entertainer Dick Van Dyke, LA Rams Starting Tight End Tyler Higbee, Jason Heath & The Greedy Souls musicians Jason Heath and Jason Federici, television personality/print journalist/author Mary Murphy, Ms. America Pageant President Susan Jeske, Ms. Greater California Dr. Dawn Mooney, Ms. California 2018 Monica Zaragoza* and many others will be on hand to serve as elves/helpers, demonstrating how Los Angeles cares about its most needy citizens. Santa's Village is made possible by hundreds of volunteers, businesses, service groups and individuals who have helped us to collect thousands of toys over the last few months to distribute on Christmas. **Urban Voices Project, a Skid Row Choir,** will be providing the entertainment.

**WHERE:** The Midnight Mission at 601 South San Pedro Street, LA 90014

**WHY:** Thousands of people will have the opportunity to enjoy the season's most special holiday. Families typically start arriving on Christmas Eve to secure their place in line hours before Santa's Village opens. Parents express their gratitude as they witness their children's joy in meeting Santa and Mrs. Claus and selecting their special gifts.

This event will provide our homeless and near-homeless guests not only food but also with the emotional satisfaction that comes with the opportunity to celebrate a national holiday. Of the many services The Midnight provides to our unique community, one of the most important is the sense of family we offer to those who often feel lost and forgotten during the holidays and other days of celebration.

We are grateful to our wonderful donors, volunteers and friends who make it possible for us to continue our life-saving and life-changing programs especially as we see homelessness continue to rise to epidemic levels. Now, more than ever, we need to work together to restore hope and dignity to those in need.

**MISC:** We are appealing to our community and the hundreds of volunteers that will be working with us to donate \$5 to \$10 each to help us cover the cost of the nearly 2,000 meals we will be serving. Donations can be made by texting the keyword "Meals" to 71777 from any cell phone or by [clicking here](#).

**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).