



**FOR IMMEDIATE RELEASE**  
October 12, 2020

**Contact:** Katya Askar  
[kaskar@midnightmission.org](mailto:kaskar@midnightmission.org)  
213.553.2328

### **The Midnight Mission's Inaugural Banquet of Hope**

The Midnight Mission is hosting our inaugural Banquet of Hope. Because of the pandemic, we cannot hold our annual Golden Heart Awards, our largest fundraising event of the year. Instead, we are celebrating the entire month of October with the Banquet of Hope event! There is no need for our guests to get dressed up, fight traffic, stand in line, or even leave their home to celebrate and fundraise together. We have reserved the month of October to bring hope to our homeless neighbors in the form of nutritious meals. Our goal is to raise \$400,000 in 30 days, which will provide 300,000 meals, shelter, services, and hope to thousands of people in Skid Row and throughout LA County who are in need this fall.

You can give the gift of a "banquet" to those most in need by sponsoring our Banquet of Hope event [HERE](#) or by texting BanquetOfHope to the number 41444 to submit payment. Our thanks to longtime friend and supporter, **Tim Allen**, who has agreed to match all donations up to \$100,000!

We extend a special expression of gratitude to our *Titanium Sponsor* **The Chuck Lorre Family Foundation**, *Diamond Sponsors* **R. Stephen & Donna Doan, Dr. Jeffrey & Lori Litow, Trish O'Donnell, and SoCalGas**, *Platinum Sponsor* **Ali Cyrus Razi**, *Gold Sponsors* **Richard Aguiar, Managing Director, Deutsche Bank Wealth Management, Matt & Susie Bailey, William Noonan, Sony/ATV Music Publishing, Tri-Star Financial Services, and US Bank**, *Silver Sponsors* **Mike Arnold & Jose Valencia Zaldana, Maria & Jerry Beckman, Stephanie & Brian Bezner, Centinela Feed & Pet Supplies, Century Housing Corporation, Austin & Lauren Fite, Jenny Hillis, Karen & Mark Liberman, The Los Angeles Chargers, The Los Angeles Rams, Norman's Rare Guitars and SDI Presence LLC**, *T-shirt Sponsors* **Bragg Companies, Eagle Infrastructure, Jason Johnson, SLO Recovery, Mazars USA LLP, Morgan Stanley, and The PENTA Building Group** and *Banquet Sponsors* **Larry & Lynn Adamson, Saul & Glenda K. Alvarado, Honorable Michael D. & Christine Antonovich, The Baxter Family Foundation, Sarah Johnson, Sr. Vice President & Director, Capital Group, Helena Le - Premier Real Estate, Ronald & Lena Robinson, Michael Thom, Stephen Watson, President, Total Realty Group, and ZGF Architects, LLP**. Please find our Sponsorship Packet attached. For more information, please email [Katya Askar](mailto:Katya.Askar@midnightmission.org) or call 213.553.2328.

**Visuals for Press/Media:** Event sponsors will be highlighted on [Friday, October 16, 2020](#), during the lunch service ([12:15 pm to 1:00 pm](#)) with banners, branded tents, and BOH branded t-shirts. Music will be played for the guests to create a festive feeling while they are picking up their lunches. With the backdrop of the COVID-19 pandemic and the worst economic cycle the country has experienced in decades, there will be an opportunity to learn first-hand how people are faring. There has been a significant increase in the demand for traditional services at our facility. This event presents the opportunity to chronicle the very real tragedies that live behind the headlines.



Story opportunities include wonderful feel-good pieces as well as hard news angles directly from people affected by the pandemic and the crisis in our economic and housing markets. The countless individuals suffering from the economic downturn and other factors are in dire need of life's necessities. This event provides food for them and the emotional satisfaction that comes with being part of a community and interacting with their neighbors.

**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, [CLICK HERE](#).