



FOR IMMEDIATE RELEASE
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FROM LA WITH LOVE – AN ALL-STAR BENEFIT CONCERT FOR THE MIDNIGHT MISSION
Featuring Joe Bonamassa, John Oates, Dave Amato, Laurence Juber, and more . . .

On Thursday, October 2, 2025, at 7:00 pm, Norman’s Rare Guitars is presenting *From LA With Love*, an all-star benefit concert to support The Midnight Mission, at the Alex Theatre, 216 N. Brand Blvd, Glendale, CA (Historic 1,400-seat venue celebrating its 100th anniversary this year). Guests will experience unforgettable performances by some of the greatest musicians of our time in an iconic venue, while directly helping our neighbors in need.

This once-in-a-lifetime show is presented with love by **Norman’s Rare Guitars** (celebrating 50 years), the **Judd & Shelli Abrams & Family, Ken & Andrea Bloom, Bobby Mandal & Family, Robert Bienstock, Santa Monica-Palisades Lodge No. 307, Gibson Gives, C.F. Martin Guitars, Fender Guitars**, and friends of The Midnight Mission.

The evening will be **hosted by Fritz Coleman** and feature an all-star lineup, including:

- **Joe Bonamassa**, the modern-day blues-rock titan, hailed as one of the greatest guitarists of our time.
- **REO Speedwagon**, featuring **Kevin Cronin** and **Dave Amato**, legendary rock icons whose soaring vocals and powerhouse guitar riffs have defined arena rock for over five decades.
- **John Oates**, iconic singer, songwriter, and guitarist of Hall & Oates, one of the best-selling duos of all time, bringing his soulful voice and timeless songs to the stage.
- **Laurence Juber**, two-time Grammy Award-winning fingerstyle acoustic guitarist and former lead guitarist for Paul McCartney & Wings, renowned for his genre-blending artistry.
- **JAYMO M.D.**, featuring guitarist **Jason Sinay**, a versatile musician who has toured and recorded with icons from Jerry Lee Lewis to Neil Diamond, bringing both star power and soulful style.
- **Michael Lemmo**, guitarist, songwriter, and acclaimed host of the Norman’s Rare Guitars YouTube channel, whose blend of soulful playing and modern artistry makes him one of today’s rising guitar voices.
- **Yukon Judd & The City Slickers**, featuring **Judd Abrams**, a native Angelino, businessman/songwriter and a cherished member of the Norman’s Rare Guitars family and one of our generous sponsors, sharing his love of music in the spirit of community that makes this concert possible.
- **Saxon Weiss**, a guitar prodigy whose extraordinary talent and passion have already captivated audiences far beyond his years, earning him comparisons to legends like Joe Bonamassa.
- **Elie Samouhi**, a rising star bringing his dynamic artistry to the stage, adding fresh energy to this unforgettable night.



- A highlight of the evening will be a powerful performance by **Toby Metz**, a proud Midnight Mission alumnus, who will share his journey of recovery and hope, including how Norm helped him begin again by putting a guitar back in his hands, giving him not only an instrument but a lifeline.

“Norm has always believed in the power of music to transform lives. Through his generosity and passion, he has united world-class musicians to support The Midnight Mission and remind us that music is more than entertainment, it is a bridge to hope, healing, and human connection. The funds raised through this event will help thousands of individuals and families who come to us hungry, broken, and out of options. What they find here is more than a meal or a bed, they find people who care, a community that believes in them, and a real chance to begin again.” David Prentice, President & CEO, The Midnight Mission

From LA With Love continues Norman Harris’ acclaimed concert series to benefit The Midnight Mission, which began with *From Malibu With Love* (2007), *From Malibu With Love II* (2012), *From Hollywood With Love* (2014), *From Northridge With Love* (2016 featuring Tom Petty’s band Mudcrutch), and the *All-Star Guitar Summit* (2024). This year’s event not only honors Norman’s Rare Guitars’ 50th anniversary but also marks the 8th anniversary of Tom Petty’s passing, adding special meaning to a night rooted in music history and generosity.

“We have seen firsthand the way music can break down walls and lift people up, I know Norm’s gift goes far beyond guitars and concerts. He has shown that music can reach people in ways nothing else can. It can spark hope when everything feels lost. This event isn’t just about incredible performances, it’s about giving thousands of people the chance to feel seen, supported, and inspired to begin again.” Georgia Berkovich Hawley, Chief Communications Officer, The Midnight Mission

Sponsorships are still available - contact Valerie Lord vlord@midnightmission.org Tickets are available here [From LA with Love 2025](#) All proceeds benefit The Midnight Mission, Los Angeles’ longest-running human service agency, providing food, shelter, recovery, and pathways to self-sufficiency.

All members of the media must obtain credentials in advance due to space limitations. Please contact Georgia Berkovich Hawley at gberkovich@midnightmission.org or 310-383-1795 no later than **October 1. Walk-ins will not be permitted.**

About The Midnight Mission: Founded in 1914, The Midnight Mission offers paths to self-sufficiency to individuals and families 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 achieving and maintaining healthy, productive lives. We remove obstacles and provide the accountability and structure people experiencing homelessness need to be productive in their communities. Learn more at www.midnightmission.org.