

For Immediate Release

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EL NIDO'S CHAMPIONS EVENT WAS A WIN-WIN

Youth Performances Highlighted "Evening of Creativity"

~ Edward James Olmos, Irwin Field and Eisner Foundation Honored ~

Over \$38,000 Raised

(Los Angeles, CA) El Nido Family Centers' Fifth Annual Champions for Families Awards Dinner at the Skirball Cultural Center, Thursday, September 15, was a huge success on many levels. Over \$38,000 was raised to help maintain services for the 14,000 families El Nido serves in Los Angeles County each year.

The evening opened with an emotion-filled video, generously produced by Exclusive Title Sponsor, Authentic Entertainment, LLC. The video focused on El Nido's four major programs: Child Abuse Prevention and Treatment; Family Development and Parent Education; Teen Parent and Infant Development; and Youth Development dealing with Teen Pregnancy Prevention, Delinquency Prevention and Gang Prevention.

The Spirit of Champions Award went to actor and director, Edward James Olmos. Accepting on his behalf was Daniel Chang of Farmers Insurance. Lifetime Achievement Awardee, Irwin Field, eloquently spoke about the connection of his early years in Los Angeles during the 1930s and those of El Nido's during its formative years. Trent Stamp, Executive Director for the highly regarded Eisner Foundation, graciously accepted the Community Impact Award and praised El Nido for its efforts to champion disadvantaged children and families of Los Angeles. Local artist and photographer Richard Doran received the Rose Norton Volunteer of the Year award and encouraged the audience to give the gift of their time and talent.

The real showstopper was El Nido's youth. Performances included dramatic readings written and spoken by participants of the Teen Family Services Program; a dance presentation featuring traditional Son Jarocho music and a PSA created by EL Nido Family Centers' Gang Reduction and Youth Development (GRYD) program. Also part of the same program was a photography exhibit "Through Our Eyes," which captured what Pacoima looks like through the eyes of youth who live there. Young entrepreneurs from El Nido's Compton Center demonstrated their latest business project via the website they created, HubCityTeens.com.

Event co-chairs Mindy Lamont and Monica Rogan both agreed, "This Awards Dinner was a turning point for El Nido. Corporate and private donor participation greatly increased with both recognizing El Nido's impact on the community."

Emcee MAJOR, a Modern Day Crooner, transported the audience with his rich velvet tone. He carried the evening perfectly, drawing his inspiration from legendary artists that stand the test of time: Nat, Sinatra, Cooke, Sammy and more.

Since its founding in 1925, El Nido Family Centers has worked to empower at-risk children, youth and families in Los Angeles County and reduce child abuse and neglect, school dropouts, adolescent pregnancy, youth crime and gang violence. The 86-year-old agency serves over 14,000 families per year at six centers.

For photos or further interviews please email Elaine Doran, eldoranpr@sbcglobal.net or call E L Doran Public Relations 818.238.9005. For information on El Nido, please visit elnidofamilycenters.org.

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