



2500 E. Foothill Blvd, Suite 300  
Pasadena, CA 91107  
T: 626-993-3000 | F: 626-993-3084  
[www.foothillfamily.org](http://www.foothillfamily.org)

**FOR IMMEDIATE RELEASE: February 27, 2017**

**Contact:** Monica Meñez

[mmenez@foothillfamily.org](mailto:mmenez@foothillfamily.org) | 626-993-3097

### **Foothill Family Annual Gala on March 18 Aims to Be the “Party of the Century”**

**PASADENA, Calif.** – You won’t want to miss Foothill Family’s annual benefit on Saturday, March 18, 2017! Presented by the Friends of Foothill Family, a volunteer guild of more than 100 local women supporting the work of Foothill Family, the event will be held at the exclusive California Club in Downtown Los Angeles.

The 2017 theme – the Black & White Masked Ball – is inspired by Truman Capote's Black & White Ball of 1966, where the collision of art, high society, and fashion lit up The Plaza Hotel’s Grand Ballroom for a legendary night, dubbed “the party of the century.”

But behind the masks, glitter, and style is a very important purpose. Foothill Family reaches more than 24,000 children and families who have suffered from abuse, trauma, and violence, or are challenged with behavioral health or developmental concerns. All proceeds from the event benefit Foothill Family’s life-changing programs.

“The annual benefit raises unrestricted funds in support of Foothill Family and is our single largest fundraiser each year,” said Steve Allen, Foothill Family Chief Executive Officer. “We are exceedingly grateful for the hard work and remarkable commitment of our Friends of Foothill Family, who know how to throw a phenomenal party without losing sight of the bigger picture.”

Festivities begin at 6 p.m. with signature cocktails, hors d’oeuvres, and a silent auction featuring mobile bidding. With the touch of a finger on a smart phone or tablet, attendees can bid on a number of unique items, including a signature New York City getaway at The Plaza Hotel, tickets to see “Hamilton” in San Francisco, as well as top-notch travel opportunities to Mexico, Big Bear, and Hawaii. Bidders will have access to the mobile site for silent auction items several days prior to the event. In addition, the evening will include dinner, a live auction, dancing, and live entertainment by Soulville California.

“Each year, the Friends of Foothill Family pour their time, talent, and treasure into the planning and execution of this meaningful benefit on behalf of Foothill Family,” said Benefit Co-Chairs Vivian Godoy-Rodriguez and Annelise Dachel. “We feel fortunate to fundraise and support a mission-driven organization like Foothill Family, whose programs and services benefit families right here in our communities.” Godoy-Rodriguez and Dachel have been working tirelessly to create a memorable event alongside a devoted team of volunteers, including Friends President Nicole Adrien, Past President Lily Lee, Auction Chair Rachel Criswell, and Patron Co-Chairs Marisa Callahan and Kelley Carpiac. The event has been generously supported by top patrons Cathay Bank, Bolton & Co./Chubb, The Green

## **Foothill Family's Annual Gala – Black & White Ball – Saturday, March 18**

Foundation, and The Walt Disney Company with special thanks to sponsors Jacob Maarse, Outlook Newspapers, Pasadena Now, and San Marino Tribune.

Foothill Family was founded in 1926 and provides a range of community-based mental health and social services to at-risk populations in the San Gabriel and Pomona Valleys, Glendale, and Burbank. Its mission, to build brighter futures for children and families, has helped Foothill Family earn a reputation as a leader in providing high-quality services aimed at empowering families and strengthening communities. Programs include mental health services, early child development, school-based behavioral health care, and youth and family services including child abuse prevention and treatment, domestic violence prevention and treatment, services for pregnant teens and their babies, family counseling, and youth development. For more information about the Black & White Masked Ball, please visit [www.foothillfamilybenefit.org](http://www.foothillfamilybenefit.org) or contact Myrna Medina at (626) 993-3034 or [mmedina@foothillfamily.org](mailto:mmedina@foothillfamily.org). For more information about Foothill Family, please visit [www.foothillfamily.org](http://www.foothillfamily.org).

# # #