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MEDIA ALERT FOR MONDAY., DEC. 17, 1:00 PM

LOS ANGELES AND NEW YORK SIMULTANEOUS EVENT TO HOST THE LARGEST SINGLE DAY FOOD DISTRIBUTION IN OUR NATION'S HISTORY

LOS ANGELES LOCALIZES EVENT TO BENEFIT 2000 UNDERPRIVELEDGED FAMILIES HOSTED AT CELERITY NASCENT SCHOOL IN SOUTH CENTRAL LA

WHAT: *Feed The Children* in partnership with *Feed 333*, *World Trust Foundation*, *Salvation Army* and *Celerity Nascent Charter School* to host "Five" Semi-Trucks feeding 2000 families of four includes a 25 lb food box which contains non-perishable foods as well as a box of personal care items—over a week's supply; **Kids For Peace** "Peace-Packs" which are hand-painted knapsacks filled with school supplies, toiletries, a toy and a personal note of friendship made from kids to give to kids. In conjunction with its 5th annual holiday New York event, "Miracle on Merrick Boulevard", this simultaneous Los Angeles launch will be part of the largest single day food distribution in our Nation's history, which is feeding an additional 10,000 families in Queens, New York. Ceremony dedicated to awarding the City of Angels "Unsung Hero's" who have dedicated their lives to mothering and fathering the cities children follows press conference.

WHO: Los Angeles volunteers; VIP's and children including: The Clippers; Brenda Strong (Desperate Housewives); Amy Brenneman (Private Practice and Judging Amy); Luminaries including: Herb Wessin (City Council South Central LA); Kelly Sullivan Walden (The Dream Project supporting the United Nation's Millennium Goals); "Kids For Peace"; "The Celerity Dance Group"; Feed 333, World Trust Foundation and Feed The Children representatives.

Headline Sponsors: Red African Tea Imports; Smart & Final; Dominos; Jubilee Party Rental; Concert Ben; Sweet Fruit Arrangements.

WHEN: Monday, December 17:
1:00 pm: Press Check-in
1:30 pm: VIP Arrival/Tea Garden
2:00 pm: Children's Choir/Entertainment
2:00 pm: Feed Line Begins/2,000 Families Fed
2:30 pm: Press Conference/Award Announcement
4:00 pm: Feed Line Ends

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WHERE: Celerity Nascent School (b/t Jefferson and Crenshaw),
3417 West Jefferson Blvd.
Los Angeles, CA 90018
RSVP needed for parking details and credentials

MORE: **F.E.E.D333** (Feminine Enlightened Entrepreneurs) dedicated to serving the children of the world, and to inspiring possibility, greatness and prosperity to positively affect social and economic change. The 2006 33 Day campaign provided **over 1.2 million meals** to children and families residing in the United States. (www.feed333.com); **World Trust Foundation** is the fiscal sponsor and co-producing partner of FEED 333 whose mission is to **IGNITE, EMPOWER** and **UNITE** the youth and young leaders of the world, to create a culture of peace. (www.worldtrust.org); **Feed The Children** is consistently ranked as one of the 10 largest international charities in the U.S., based on private, non-government support. In FY 2006, Feed The Children distributed more than 129 million pounds of food and other essentials to children and their families in all 50 states and internationally, supplementing more than 730,000 meals each day. Since its founding, the organization has reached out to help those in need in 118 countries around the globe. (www.feedthechildren.org); **The Salvation Army's Youth Los Angeles Youth and Community Center** was developed to provide much needed services to children and their families in South Los Angeles. (www.salvationarmy.org). **Mortimer Jones** will be receiving the "Unsung Hero" Award for his tireless dedication to fathering the youth in Los Angeles; **Celerity Nascent Charter School** was created by veteran educator and administrator for LA Unified School District, **Vielka McFarlane** who raised the average daily attendance rate by 98.1% at a school where the dropout rate was between 50-60%. Vielka will be receiving the "Unsung Hero" Award for her tireless dedication to mothering the children in South Central Los Angeles. **"The Celerity Dance Group"**, including 45 students will perform their popular dance where they have won 3 awards, placing first in all 3 categories at the Sharp International Cheerleading Championship @ Hurricane Harbor 2006-07. Twelve **"Kids For Peace"** will recite their "Peace Pledge" and hand out 50 Peace Packs to children they'll be helping to feed. They are a delightful group of children working together to create a culture of peace both locally and globally. Their primary service project is making "Peace-Packs" -- hand-painted knapsacks filled with school supplies, toiletries, a toy and a personal note of friendship -- which are hand delivered to less fortunate children around the world. (<http://www.kidsforpeaceusa.org>)

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