



The Midnight Mission

Making a Difference Since 1914

601 South San Pedro Street, Los Angeles, California 90014 213.624.9258 www.midnightmission.org

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The Easter Bunny Joins with The Midnight Mission to bring Spring Joy to homeless men, women and children on Skid Row

- TO:** All News Assignment Editors, and Community and Lifestyle Reporters
- WHAT:** **Easter/Passover Street Fair at The Midnight Mission.** Thousands of homeless men, women and children will be treated to a terrific Easter Brunch on Easter morning. Concurrently, the Mission will host **Easter Village** where the homeless and near-homeless children will be able to enjoy Easter baskets and candy.
- VISUALS:** The Midnight Mission will be holding its annual Easter/Passover Street Fair on Easter Sunday, April 12, from 10:00 AM to 1:00 PM or until everyone has enjoyed a delicious holiday meal. Please join celebrity host **Dick Van Dyke**, as we serve 2,000 homeless and near-homeless men, women and children an Easter Brunch. Shoes and t-shirts for the families will be distributed and we will also host an Easter Village for the children. Entertainment will be provided by local artists and **Grammy Nominated Musician Phoenix Benjamin**.
- With the backdrop of the worst economic cycle the country has experienced in decades, there will be an opportunity to learn first-hand how people are faring. Already there has been an enormous increase in the demand for our traditional services at our facility and others. This event presents the opportunity to chronicle the very real tragedies that live behind the headlines. The story opportunities include wonderful feel-good pieces as well as hard news angles directly from people affected by the crisis in our economic and housing markets.
- WHEN:** **Sunday, APRIL 12, 2009 from 10:00 AM to 1:00 PM** or until everyone is served. Hundreds of volunteers will be at the Mission on Easter preparing the gifts and food for the Easter/Passover Celebration.
- WHERE:** **THE MIDNIGHT MISSION, 601 S. San Pedro Street, Los Angeles (corner of Sixth and San Pedro Streets)**
- CONTACT:** **Orlando Ward**
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