

NEWS / Monterey County Film Commission

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831-646-0910 Media contact: Karen Nordstrand

Karen@filmmonterey.org www.FilmMonterey.org

American Red Cross, Monterey Bay Area Chapter, to partner with Monterey County Film Commission for its “What a Night!” Gala on March 7, 2010

*Film Commission’s 20th annual fundraiser celebrates the Academy Awards®
and now benefits two worthy local nonprofits*



(Monterey, Calif.) -- When the red carpet rolls out this year for the “What a Night!” gala celebrating the Academy Awards®, two local nonprofits will benefit from the fundraising event.

For the first time, the American Red Cross, Monterey Bay Area Chapter, will join the Monterey County Film Commission at its 20th annual salute to movie-making on Sunday, March 7, 2010, at the Inn at Spanish Bay at 2700 17-Mile Drive in Pebble Beach, starting at 4:30 p.m. From the red carpet entry to multiple big screens showing the live telecast of the 82nd Academy Awards® presentation, the glamorous gala will make attendees feel like they’re a part of the big Hollywood event. The black-tie evening includes champagne, hors d’oeuvres, sit-down dinner, Cima Collina wines, and a silent auction.

Tickets are \$195 per person or \$185 for members of Reel Friends of the Film Commission. Table discounts are available. For reservations or to join Reel Friends, call the film commission at 831-646-0910. Business sponsorships are available.

Proceeds will go to the American Red Cross, Monterey Bay Chapter as well as the Monterey County Film Commission. The American Red Cross is a humanitarian organization, led by volunteers, that provides relief to victims of disaster and helps people prevent, prepare for and respond to emergencies. The Monterey County Film Commission works to enhance economic development in the county through the film industry, and provides educational programs and an annual film student scholarship.

This year’s gala theme of “What a Night!” is based on an exclamation made by actress Louella Parsons at the 1958 Academy Awards® presentation in Hollywood.

For more information: www.FilmMonterey.org, email info@filmmonterey.org, or call 831-646-0910.

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