



CATEGORIES: media, public relations, promotion

OVERVIEW: HPDPR to provide marketing, promotion, and public relations for charity event in downtown San Francisco

POSITION: Gala Committee Chair

MEDIA CONTACTS:

FOR IMMEDIATE RELEASE

Judy Davies, Gala Co-Chair & ADF Board

jdale87@yahoo.com | Mobile: +1.408.621.6212

Hope Daly, Gala Committee Chair

hdaly@hpdpublicrelations.com | Mobile: +1.650.823.9280



Olympic Gold Medalist Kristi Yamaguchi's Always Dream Foundation Announces Annual "Once Upon A Time" Benefit Gala

San Francisco, Calif., June 4, 2015 — Olympic Gold Medalist, Kristi Yamaguchi's [Always Dream Foundation \(ADF\)](#) announced today that its Annual "Once Upon A Time" Benefit Gala will take place on **Saturday, September 19, 2015** at the historic [Palace Hotel](#) in downtown San Francisco.

Co-chaired by **Judy Davies, Jennifer Lee** and **Nadyne Orona**, this year's Gala will bring together Bay Area sports legends, community leaders, business executives and long-time supporters of ADF for a special evening benefiting more than 1,600 students in underserved schools, including fourteen elementary schools across the San Francisco Bay Area.

Guests will enjoy a celebrity-filled reception, live auction, plated dinner, dancing and a memorable program. Entertainment headliner, **Mark Curry, famed actor, comedian and Bay Area native**, will amuse guests and induce laughter by performing a polished stand-up comedy act. Curry is best known

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as the star of ABC sitcom series *Hangin' with Mr. Cooper*, which aired for five seasons and continues to air in syndication. He has made regular appearances on *The Tonight Show, Starring Jay Leno*; *The Oprah Winfrey Show*; and *Late Night with Conan O'Brien*. Curry regularly visits and speaks at schools in his hometown of Oakland, encouraging children to stay in school and off of drugs, citing himself as a perfect example of someone who had a dream and made that dream come true.

"We believe that literacy is the cornerstone from which all academic and life success is built," said Kristi Yamaguchi, Olympic Gold Medalist and Always Dream Foundation Founder. "It is the mission of ADF to inspire underserved children in our communities to reach for their dreams through our innovative reading programs. These programs combine technology with traditional books, and have proven to be critical in raising literacy skills and increasing overall academic success. By advancing the cause of early childhood literacy, I truly believe that there is not a dream too big."

"Learning to read and write is a complex, multifaceted process, but the inability to be fluent relegates children to failure in school and more often than not relegates adults to the lowest strata of job and life opportunities," added Dr. Lisa Gonzales, Always Dream Foundation Board President and Superintendent of Portola Valley School District. "It is through a literacy-rich environment where children and families have opportunities to become engaged, and ADF assists schools and educators by providing access to the resources that help nurture a child's natural growth and awareness of books."

Proceeds from the Gala support the **Always Dream Foundation's mission**. Individual tickets to the "Once Upon A Time" Benefit Gala are \$850 for silver level or \$1,000 for gold level. Table and corporate sponsorship packages start at \$5,000. For additional information on how to become a sponsor, please contact Lori Yamaguchi at lori@alwaydream.org.

Follow ADF on Twitter @alwaydreamFDN

Like ADF on Facebook at Kristi Yamaguchi's Always Dream Foundation

About Kristi Yamaguchi's Always Dream Foundation

In 1996, Kristi Yamaguchi founded the Always Dream Foundation whose mission is to inspire underserved children to reach for their dreams through innovative reading programs and by advancing the cause of early childhood literacy. Always Dream launched their "Always Reading" early childhood literacy program in 2012, which now serves 17 schools and over 1,600 students in California, Arizona and Hawaii. Always Dream works to engage and involve families and the community in the cause of early literacy through events and advocacy to inspire children to dream big. More information is available at www.alwaydream.org.

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ATTENTION CALENDAR EDITORS:

Saturday, September 19, 2015

Event: Always Dream Foundation Annual Once Upon A Time Benefit Gala

Venue: Palace Hotel, 2 Montgomery Street, San Francisco, CA

Hours: 6:00p.m.–midnight

Cost: \$850 per person for silver level / \$1,000 per person for gold level; Table sponsorships with VIP benefits \$5,000+

Information/Tickets: info@alwaydream.org

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