

FOR IMMEDIATE RELEASE:

Edgewood Center for Children and Families Celebrates the Golden Anniversary of the Edgewood Fair

(SAN FRANCISCO, Calif. – April 21, 2016) – The Edgewood Auxiliary will host the **50th Edgewood Fair**, a benefit for **Edgewood Center for Children and Families**, on April 28 and 29 at the Bently Reserve in San Francisco. During the two day **Golden Anniversary** event, guests will enjoy a 3-course gala dinner and live auction program, followed the next day by a luncheon and Happy Hour Shopping social and exclusive shopping opportunities from 30 vendors both days. Proceeds will benefit Edgewood Center for Children and Families.

“The **Edgewood Auxiliary** is proud to play a vital role in supporting Edgewood Center for Children and Families through our philanthropic and volunteer efforts that help make the lives of children and youth better,” explained Susan Hendrickson and Kathleen Darling, co-presidents of the Edgewood Auxiliary. “We have gathered together former presidents, fair chairs, and major auxiliary contributors from our 50 years of service. It will be a wonderful time to look back on our achievements and look forward to what we can accomplish in the future for Bay Area children and families,” the co-presidents explained.

Friends, fans, and five decades of Fair supporters will enjoy the **opening night gala** which kicks off Thursday evening with a VIP cocktail reception, 3-course dinner, live auction and Fund-A-Need program. During the evening, Edgewood will honor **Levi Strauss & Co.** as this year’s **Legacy Partner**. In 1854, Mr. Levi Strauss donated \$100 to Edgewood. More than a century later, Levi’s continues to be an active corporate partner with Edgewood. Each year, Levi’s employees return to Edgewood’s San Francisco campus for a day of service known as Community Day, during which volunteers set up Levi’s pop-up shops and distribute Levi’s apparel (all donated by the company) to Edgewood youth. In addition, Levi Strauss & Co. has supported Edgewood programs with generous grants totaling nearly \$200K.

Motivational speaker, **Eliot Smith**, will provide the keynote during the evening. Growing up in the Bay Area without a father was difficult for Smith and his brother, Walter. They lived at Edgewood for three years and during their stay, staff provided the support and compassion the two youth needed to get through a difficult and tumultuous time in their lives. Smith, 54, is now a father of five, and holds positions as the Athletic Director at Lick-Wilmerding High School in San Francisco, and as the Director of the Tiger Basketball Camp which received the 2015 Gold rating by Parents Press for being the Best Basketball Summer Camp in San Francisco.

Another highlight of the 50th Fair will be the **Fair luncheon** to be held on Friday, April 29. The luncheon will feature the Fair’s first **Alumnae of Distinction Award** honoring past Auxiliary members for their outstanding service and commitment to Edgewood and the greater community over the years and in particular, for launching the Edgewood Garden Fair. Speaker Annie Darrow, a mother of a son who lived at Edgewood, will speak of the positive impact the services had on her child and entire family.

Edgewood extends special thanks to all of this year’s **50th Fair sponsors** including; Susan and Bill Oberndorf, Dodge & Cox, Emilie and Andrew Lynch, Susan and Doug Hendrickson, and Kathleen and Todd Darling. A full list of sponsors can be viewed at Edgewood.org/50-sponsors.

-MORE-

MEDIA CONTACT:

Jim Oswald

Director of Marketing & Communications
Edgewood Center for Children and Families
jimo@edgewood.org – 415.682.3006

Ticket Information:

April 28 – Anniversary Gala Dinner, Live Auction and Fund-A-Need program are \$300

April 29 – 50th Fair Luncheon tickets are \$175

April 29 – Happy Hour Shopping only tickets are \$25

Tickets can be purchased at **Edgewood.org/fair50**

The **50th Edgewood Fair** will be held at the Bently Reserve, 301 Battery Street in San Francisco. The Gala begins April 28 at 6 p.m. The Fair luncheon is April 29 from 10 a.m. to 2 p.m. and the Happy Hour Shopping social is from 2 p.m. to 6 p.m. also that day.

About the Edgewood Auxiliary:

In 1948 the Edgewood Auxiliary was formed as a volunteer and assistance group for women to help raise funds and awareness for Edgewood Center for Children and Families. The Auxiliary started the Edgewood Fair 50 years ago and since then, has raised more than \$8 million making many of Edgewood's programs and services possible.

About Edgewood Center for Children and Families:

Edgewood Center for Children and Families is a nonprofit that provides behavioral health services to children, youth, and emerging adults ages 0 to 25. Now in its 165th year of operations, Edgewood touches the lives of over 7,000 youth and families living in San Francisco and San Mateo counties each year who have experienced severe trauma, abuse, neglect, and other mental health-related issues. Founded in 1851, Edgewood is the oldest children's charity west of the Mississippi and offers programs ranging from prevention and early intervention to community based treatment, day and after school programs, residential treatment, and crisis stabilization. Learn how to get involved at **edgewood.org**.

###