



FOR IMMEDIATE RELEASE

**Thanksgiving Food Distribution to Benefit Needy Families
Together As a Business Community, Support is Extended**

Irwindale, CA (November 4, 2010) – California State Assemblymember Dr. Ed Hernandez, O.D. will be hosting a Thanksgiving Food Distribution to benefit non-profit organizations serving needy families throughout the San Gabriel Valley's 57th Assembly District. Dr. Hernandez, together with members of the local business community, will attend the distribution event which will be held at Picasso's Café, Bakery and Catering Co. in Irwindale on November 16th at 4pm.

The current economic climate has had a notable impact on food banks across the county, with most of the food banks experiencing a significant surge in demand for emergency food assistance over the past two years. "It is always a special day when a community can come together like this to help those in need," stated Dr. Hernandez. "It is equally important again this year, when so many are getting back on their feet, that we do all we can to ensure that everyone shares in the spirit of Thanksgiving."

"Many people are unaware of the demand for assistance throughout the San Gabriel Valley," said Marissa DeRosa, vice president of Picasso's Café, Bakery and Catering Co. "We are excited to partner with the business community once again in this annual program. All of us share a passion for bringing people together during the holiday season and we hope this program continues to give everyone an opportunity to give meals to those individuals and families who cannot provide for themselves. I am confident that our work will encourage and lead other businesses to also lend a hand this holiday season."

"We are so pleased to be able to assist with Assemblymember Hernandez' Thanksgiving Food Distribution project again this year," stated Lisa Bailey, president of the Irwindale Chamber of Commerce. "This project enables chamber members to give to those who have been hit hardest in this economic downturn. It is especially heartwarming to have two of our members, Pacific Clinics HOPE Center for Homeless Youth and Neighborhood Homework House- Azusa, selected so that they may ensure their client families will have a Thanksgiving meal through this outreach."

Taking the spirit of giving one step further, this year Mylene Neufarth, Café manager at Picasso's Café, Bakery and Catering Co., will lead a team of volunteers from the Soroptomist International Club of Irwindale, Picasso's, SCE CTAC, the City of

Irwindale/Irwindale Chamber of Commerce, along with Assemblymember Ed Hernandez to cook some of the donated meals and serve them at Pacific Clinics' Irwindale facility on the 23rd. "As a single mother, the work that Pacific Clinics does fuels my passion to help fellow community members, especially during the holidays. We are so fortunate to work in an area so committed to helping our less fortunate neighbors."

Doug Campbell, manager Southern California Edison CTAC, gratefully acknowledges the efforts of the Assemblymember, "The philanthropic effort of serving meals to Pacific Clinics on Thanksgiving came about when we decided to do something about the occasional waste of perfectly good food at SCE CTAC. We now donate the leftover food to Pacific Clinics on a weekly basis. People forget about the problems of the homeless, especially in an industrial area like Irwindale. It's great that all the food stays within our own community."

This year's Thanksgiving Food Drive will receive food and monetary donations from local businesses and Soroptomist of Irwindale, and pies donated by Picasso's Café, Bakery and Catering Co. Picasso's also maintains a collection box inside the café for customers to donate gift cards and money throughout the month to the Irwindale Chamber of Commerce. During November, the Irwindale Chamber of Commerce accepts money and gifts cards to be donated at the distribution event.

About Picasso's Café, Bakery and Catering Co.

As the community's largest local private catering company with over 20 years of business, we are focused on providing our clients with quality food products and events, consistent service at a competitive price. Our commitment is to be an active responsible leader in the community and to support the personal and professional growth of the underprivileged of all ages locally. In addition, our commitment is to express gratitude, daily, by being a shining example of the restaurant industry through our catering donations, monetary sponsorships, volunteer work, and support of local non-profit groups and organizations and nationwide relief efforts. For more information, visit www.PicassosCafe.com

About Soroptomist International

Soroptomist is an International organization for business and professional women who work to improve the lives of women and girls in local communities and throughout the world. Almost 95,000 Soroptimists in about 120 countries and territories contribute time and financial support to community based and international projects that benefit women and girls. For more information, visit www.Soroptimist.org

About Pacific Clinics

Through our dedicated staff, consumers, family members, volunteers, and benefactors, we provide innovative leadership in our communities, offering treatment, prevention, early intervention, program development and evaluation, research, training, public education and advocacy, frequently in partnership with other social services organizations. For more information, visit www.PacificClinics.org

About Irwindale Chamber of Commerce

It is our mission to build solid relationships and provide quality services with support chamber members and businesses, in order to promote the economic vitality of our community. As the voice of business, we believe the effectiveness and success of the Chamber depends on our credibility and representation of the community's business interests. With you, we are that much more represented, more credible, and more effective in leading the way for others. For more information, visit www.IrwindaleChamber.org

About Southern California Edison CTAC

The CTAC Energy Center is a source of energy efficiency information for business owners and operators, architects and designers, operations and facility managers, contractors, engineers, or any one wanting to learn about the latest in state-of-the-art technology for saving energy, money, and the environment. CTAC offers seminars and workshops in an adult-learning setting, demonstrations using displays and exhibits, technical consultations, and program and rebate information. For more information, visit www.sce.com

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