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**ROTARY CLUB OF LOS ANGELES ANNOUNCES FIRST ANNUAL
CITY OF ANGELS WINE FEST ON MEMORIAL DAY 2010
AT THE MUSIC CENTER PLAZA**

*Downtown Wine and Food Festival to Further Support Rotary Club's Centennial Pledge of
\$500,000 to Volunteers of America Greater Los Angeles*

LOS ANGELES (March 2, 2010) – It was announced today by Donald J. Robinson, past president of **Rotary Club of Los Angeles (LA5)** and current Festival co-chair, that they will hold their first annual **City of Angels Wine Fest** on Memorial Day, Monday, May 31, 2010 from 12 noon to 5:00 P.M. at the Music Center Plaza to benefit the **Volunteers of America Los Angeles (VOALA)** downtown homeless service center, the newly named **Rotary House**. All net proceeds from this event will support the renovation of the 20,000 square foot facility to increase capacity and services for as many as 1,800 homeless men and women annually, with a special focus on the needs of the increasing influx of homeless men and women veterans.

The Rotary House is a place of shelter, dignity and hope on Skid Row and the sole beneficiary of a \$500,000 LA5 gift to commemorate their 100th year. The LA5 has already given a cash gift of \$150,000 to the Rotary House and has pledged an additional \$350,000 in funds. In its inaugural year, the City of Angels Wine Fest hopes to raise \$100,000 to further help the LA5 reach its \$500,000 donation goal.

Over thirty premier Californian wineries will pour their best wines complemented by delicious food prepared by several of **Patina Restaurant Group's** downtown restaurants including **Nick + Stef's Steakhouse, Café Pinot, Kendall's Brasserie, Zucca Ristorante** and **'Tina Tacos**. To round out the excitement there will be a silent auction, live entertainment and a viewing of the "Living Mural" project.

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“The VOA’s Rotary House is the perfect recipient of our \$500,000 pledge as it is one of the cornerstone transition facilities on Skid Row,” says Festival co-chair David Bland. “Over the last 27 years, programs at the Rotary House have assisted over 30,000 men and women transition their lives out of homelessness. We invite all Angelenos to honor the true spirit of Memorial Day and eat, drink and be of service at the City of Angels Wine Fest in order to raise funds to help support this fantastic institution and its much needed \$2.5 million renovation.”

The Rotary Club of Los Angeles is one of the oldest and largest Rotary Clubs in the world. It was the fifth club to be organized on June 25, 1909, thus earning the shortened nickname of LA5. With more than 400 members, LA5 provides information and opportunities to make a positive difference and build business through networking, special programs, projects and speakers. LA5 has a strong tradition of charitable service, including hands-on projects, donations through their Community Service Fund, Scholarship Awards (of \$250,000 annually) and Major Projects. Some Major Projects include “Let Music Ring” with Pasadena Pops and John Adams Middle School; Rotary Trails Environmental Project in Ernest E. Debs Park in Northeast Los Angeles; Wheelchair Foundation, providing mobility to people in need worldwide; Sponsorship of the California State Science Fair; *Los Angeles Times* Reading by 9 Program, putting over 5 million books in K-3 classrooms; the DARE Program and Children’s Court.

Volunteers of America Los Angeles (VOALA) was established in 1896 to provide human services to those in need. VOALA now serves more than 36,000 children, youth, families, adults and seniors annually all over Los Angeles. The multitude of VOALA programs that address homelessness in Los Angeles include 14 programs for male and female veterans. See more at www.voala.org.

Rotary Club of Los Angeles’ City of Angels Wine Fest will be held on Monday, May 31, Memorial Day, from 12 noon to 5:00 P.M. at the Music Center Plaza in downtown Los Angeles. Tickets are \$65.00 in advance and \$75.00 at the door. Tickets include nine (9) wine tickets and two (2) food tickets, with additional food and wine tickets available for sale. Tickets will be available for sale on March 15 online at www.cityofangelswinefest.com.

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For more information on City of Angels Wine Fest please contact
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