



**Chairperson**  
Randy K. Jones, Esq.

**President and CEO**  
Rudolph A. Johnson, III

## PRESS RELEASE

Date: June 2, 2008  
Contact: Luis Gonzalez  
858.715.2642 x182  
858.518.2934

### FOR IMMEDIATE RELEASE

### **Neighborhood House Association Engages Community Through Innovative Fundraiser**

*One-of-a-kind event launches at [www.nhagala.org](http://www.nhagala.org).*

**San Diego, CA** – Local businesses, corporations and kind-hearted community members will have their chance to help thousands of individuals and families in San Diego County continue to receive the vital programs and services they depend on, starting today, with the launch of Neighborhood House Association's (NHA), second annual Virtual Gala. NHA, San Diego County's oldest and largest nonprofit social services agency, founded this unique fundraising event to reduce event-related costs by over 200 percent compared to a live gala.

All the action is taking place at [www.nhagala.org](http://www.nhagala.org), where anyone can stop by at their convenience, 24 hours a day, to make a donation or purchase a table. Starting July 15 supporters will also be able to bid on one of several dream items up for auction. The gala will continue through August 15.

"Last year was our inaugural year of the Virtual Gala and many local businesses and organizations came together to contribute more than \$170,000 to support the community. This year our goal is to challenge our local communities to raise \$500,000 and use that money to really make an impact in San Diego County," said Carol Wallace, San Diego Convention Center Corporation President & CEO and Virtual Gala Co-Chair.

Neighborhood House Association helps thousands of individuals and families every day improve their quality of life by providing vital social services including child development through Head Start, teen pregnancy prevention through the Connection Program, senior services through the newly-renovated Senior Service Center and the Adult Day Health Care program, mental health services such as Project Enable and the Friendship Clubhouse, a Housing Counseling program and HIV/AIDS services such as Case Management and Transportation. NHA also provides emergency assistance services to people in the community who need immediate one-time help.

“Today over 350,000 individuals in our area live below the federal poverty threshold,” said Rudolph A. Johnson, III, NHA President and CEO. “Many are working poor who are in need of child care to be able to go to work, transportation services to be able to get the medical care they need or just help in an emergency. We can’t serve our neighbors in need without the help of the community.”

“The Virtual Gala presents an ideal opportunity for local businesses and individuals to give back to the community. The programs and services NHA provides are a great way for community members to give fellow San Diegans in need a helping hand,” said David Peckinpaugh, President & CEO of the San Diego Convention & Visitors Bureau and Virtual Gala Co-Chair.

2008 Virtual Gala title sponsors include Sysco Foods of San Diego, Union Bank of California, Zenith Insurance and Curtis Moring Insurance, Inc.

To learn more about NHA and to participate in the NHA 2008 Virtual Gala, visit [www.nhagala.org](http://www.nhagala.org).

###

**About Neighborhood House Association (“Committed to Excellence”)**

The Neighborhood House Association (NHA) is San Diego County’s largest multi-purpose human services agency. NHA serves San Diego County through a network of nine programs in over 130 locations. NHA helps thousands of individuals and families improve their quality of life by providing vital social services including employment, healthcare, child, family and senior services. For more information, visit [www.neighborhoodhouse.org](http://www.neighborhoodhouse.org).