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For Immediate Release

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Neighborhood House Association Launches Virtual Fundraiser

Innovative Virtual Gala can be found at 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), fourth annual Virtual Gala. NHA, San Diego County's oldest and largest nonprofit human services agency, founded this unique fundraising event in 2007 to reduce event-related costs by over 200 percent compared to a live gala.

All the action is taking place at www.nhagala.org, where anyone can stop by at their convenience, 24 hours a day, to make a donation, bid on an auction item or purchase a table.

Donors will have an opportunity to select from several great auction packages, with more auction packages being added until the auction closes at 5 p.m. on Thursday, August 5, 2010. Current items up for bid include a trip by private jet to Las Vegas, luxury box suite at Qualcomm Stadium during football season, golf clubs and tee time at an exclusive local course, passes to some of the most exciting San Diego attractions and a new flat screen TV.

"Over the last three years, many kind-hearted San Diego business and individuals have come together to raise more than \$400,000 to support local communities through NHA's programs and services," said local business leader Jack McGrory, 2010 Virtual Gala Chair. "The Virtual Gala presents an ideal opportunity for local businesses and individuals to give back to the community in these tough economic times."

Neighborhood House Association helps thousands of individuals and families every day improve their quality of life by providing vital social services within the community. This year,

Neighborhood House Association (NHA) will provide hope to thousands of San Diego County residents who are in need of vital social services such as child development, health, emergency food and other human services.

“Today, thousands of individuals in our area live below the federal poverty threshold,” said Rudolph A. Johnson, III, NHA President and CEO. “Many of these underserved individuals and families are in need of child care, family support services, access to medical assistance and educational opportunities. We rely on community members to continue to make an impact in the quality of life for the underserved.”

Participants in the 2010 NHA Virtual Gala need only go to www.nhagala.org to contribute. The community is encouraged to visit often for updates on the live auction. Further information on NHA and its programs is available at www.neighborhoodhouse.org

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About Neighborhood House Association (“Committed to Excellence”)

NHA helps thousands of individuals and families improve their quality of life through a network of nine programs throughout San Diego County. Further information is available at www.neighborhoodhouse.org