



Press Packet

To Whom It May Concern:

Thank you for your help in promoting the first annual LagunaPalooza Concert for Charity. We are grateful that you are able to help us convey the value of the LagunaPalooza event and the importance of the two charities in need of these funds: Waymakers Laguna Beach Youth Shelter and the National 9-99 Police and Sheriff Foundation.

In this packet, you will find:

- Press Release
- Additional Waymakers Information
- Additional National 9-99 Police and Sheriff Foundation Information
- Additional Andrew Bloom Information
- LagunaPalooza Style Card
- Logos for LagunaPalooza, Waymakers, 9-99 Foundation
- Online Resources with links to all websites

Please feel free to reach out if you have any additional questions.

Best,

Kobea Barbieri and Alli Heller

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IMMEDIATE RELEASE:

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FIRST ANNUAL LAGUNAPALOOZA CONCERT FOR CHARITY

*Benefitting the Waymakers Laguna Beach Youth Shelter
and National 9-99 Police and Sheriff Foundation*

LAGUNA BEACH, CA – We are excited to announce the first annual LagunaPalooza Concert for Charity. Join us on Saturday, May 25th from 4 PM to 11 PM at Hotel Seven4one in Laguna Beach. The event will feature live music by American Idol Contestant Andrew Bloom, an open bar, gourmet cuisine, silent auction items and other special entertainment to raise funds for two worthy causes: Waymakers Laguna Beach Youth Shelter and the National 9-99 Police and Sheriff Foundation.

There are several opportunities to make an impact. Tickets to attend the event can be purchased online for \$150. Sponsorship opportunities are also available and we are always seeking donations and silent auction items. Donations can be mailed to P.O. Box 11683, Newport Beach, CA 92658 and checks are payable to The 9-99 Foundation.

We hope that you will join us and start your summer by making a difference in the lives of local youth and our law enforcement heroes.

About Waymakers: With an emphasis on resolving the crisis and providing long-term stability, Waymakers works with families and leverages community resources to create healthier situations at home. Waymakers Youth Shelters have touched more than 13,457 family members and served more than 5,317 at-risk Orange County youth since opening in 1979.

About The 9-99 Foundation: The National 9-99 Police and Sheriff Foundation assists the law enforcement officers who put themselves in harm's way to protect our community. Their bravery brings great sacrifices of career-ending injuries, post-traumatic stress and line of duty deaths. The 9-99 Foundation is there for these heroes when they need it most, providing support, guidance and relief to injured law enforcement officers and their families through financial aid and mental health resources.

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Additional Information: Waymakers

Waymakers offers individuals, families and communities the steadiest, surest, safest pathways to promising outcomes. With all the struggles children are facing today, including stress of grades, expectations to succeed, social media environment, a need to fit in and the presence of bullies, Waymakers Youth Shelters, located in Laguna Beach, Huntington Beach and Tustin, can provide rays of hope for teens in crisis. Currently, our Laguna Beach Youth Shelter is celebrating 40 years of serving struggling children in Orange County, and our services are more critical than ever in this culture of extreme pressure for teens online and in real life.

Waymakers is their advocate, ally, voice of reason and mentor – the one who walks with them on the razor's edge. Waymakers Youth Shelters work to strengthen and support at-risk youth and their families by intervening during times of crisis to create a culture of connectedness, support and safety for adolescents and teens. Last year, 94% of shelter guests successfully reunited with their family members. The people of Waymakers are committed to supporting clients on their journeys and fostering lasting change and positive impact throughout Orange County.

Website: <https://waymakersoc.org/>



Additional Information: The 9-99 Foundation

The National 9-99 Police and Sheriff Foundation brings support, guidance and relief to law enforcement. We work to reduce injury, assist officers immediately, and treat the long-term impacts. We support officers and their families who have suffered and lived through critical injuries and traumatic events in the line of duty by aiding K9 programs that keep officers safer, providing emergency relief services following injuries, and referring resources and counseling from mental health experts.

Over 60,000 law enforcement officers are assaulted each year causing more than 17,000 critical injuries. Whether it occurs to the officer or their colleague, exposure to these horrific events throughout their careers is difficult to overcome. Law enforcement officers are at much higher risk of experiencing symptoms associated with post-traumatic stress than the general public. In addition to the aftermath, we work to prevent injuries by supporting K-9's in the police community. K-9 Officers perform necessary and dangerous tasks that protect officers from further risk, but often lack funding critical to their program's existence. The 9-99 Foundation is there to support these law enforcement heroes who protect our communities.

Testimonial from 9-99 Foundation Grant Recipient Justin Ellis

"Thanks to the donation from the 9-99 Foundation, I was able to complete four physical therapy training sessions at REACT. These are two-hour sessions where I worked with two different trainers who pushed me towards a goal. Mine was to stand in my leg braces and build up my endurance & strength. Due to me pushing myself and having this money to make these sessions happen, for the first time in two years I was able to stand without a walker in my leg braces for our family Christmas photos. This was an incredible experience for me, and for both my children and wife to see me stand after it being so long since I last stood. Thank you from the bottom of my heart."



Website: www.999foundation.org



Additional Information: Andrew Bloom

Ask musician/singer/songwriter Andrew Bloom what THE most important motivating factor is in his life and he'll look you straight in the eye with a great set of baby blues and say, "Well, it's to play, it's just. . .to play."

No, what Andrew means when he says "to play" is--to produce music for an audience of people in a concert hall or pub, to entertain, and to get paid for his efforts while doing it. For the record, that's what he means!

Interestingly, he is able to accomplish "just playing" on a regular basis, and perhaps it's due to Bloom's style and genre which set him apart from other kids his age who are making an attempt to break into the biz. Yes, he is a Pop Music kid, but he infuses it with old-school elements from some more traditional genres like Classic Rock, Funk, R&B and Soul. Now we're talkin' appeal for more than one generation.

Check out Andrew Bloom on Facebook for his upcoming events - <https://www.facebook.com/andrewbloomexp/>



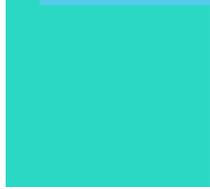
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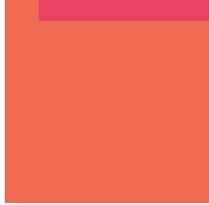
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Online Resources

LagunaPalooza Website

<https://lagunapalooza.org/>

LagunaPalooza Facebook Event

<https://www.facebook.com/events/1613444485466186/>

Waymakers

<https://waymakersoc.org/>

9-99 Foundation

<https://999foundation.org/>

Andrew Bloom

<https://www.facebook.com/andrewbloomexp/>

Hotel Seven4one

<https://seven4one.com/>