

LAS PATRONAS

Partnering with the San Diego Community since 1946

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Las Patronas Hosts New Member Luncheon *Eleven New Members Introduced and Announcement of the Grand Total Raised at the 70th Annual Jewel Ball & the Theme of the 71st Annual Jewel Ball*

La Jolla, California—On October 21, 2016, Las Patronas hosted its annual New Member Luncheon at the La Jolla Country Club. Approximately 150 active and advisory members gathered to welcome 11 new members with a traditional introduction of each and to celebrate the success of the 70th Anniversary Jewel Ball **Shangri-La** with the announcement of the fundraising totals. The luncheon also launched the planning of the 71st Annual Jewel Ball with the unveiling of the theme, **Taking Flight**.

The Las Patronas active and advisory membership in attendance warmly welcomed the 11 new members of the “Class of 2016”: Melanie Aalbers, Tina Boynton, Holly Buche, Megan Cox, Robyne Daniels, Joleen Guckian, Micaela Jeffery, Kathy Lobo, Irene McCann, Melissa Murfey, and Lindsay Stevens. Each of these talented women will serve a six-year term of membership in Las Patronas.

Just following the announcement of the new members, Chair of Jewel Ball 2016, Kathryn Gayner, along with co-chairs Kelley Albence and Maureen Weber, revealed the net proceeds from **Shangri-La**, held August 6, 2016, at the La Jolla Beach & Tennis Club. **Shangri-La** earned \$1,015,637, all of which will be granted to San Diego County nonprofits.

“**Shangri-La** was truly a community effort,” said Kathryn Gayner. “We are grateful to the many underwriters, donors, advertisers, vendors, and guests who supported our yearlong fundraising effort. Through their generosity we will continue to fund the grant requests of our very deserving beneficiaries.”

Major Beneficiaries of the **Shangri-La** include Birch Aquarium; Episcopal Community Services; GenerateHope, Inc.; Girl Scouts, San Diego-Imperial Council, Inc.; The Jacobs Center for Neighborhood Innovation; The Maritime Museum Association of San Diego; New Haven Youth and Family Services, Inc.; Rebuilding Together San Diego; Serving Seniors; and Sharp HealthCare Foundation.

“In celebration of our 71st year of providing support to San Diego nonprofits, we are pleased to announce the success of **Shangri-La**,” said Las Patronas President, Leigh Plesniak. “Together with our community, we have raised nearly \$20 million since our founding in 1946. More than one thousand worthy nonprofits in San Diego County have received funding for critically needed capital items.”

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For the final announcement, the Chair of Jewel Ball 2017 and third generation Las Patronas member, Jorie Fischer, along with her Co-Chairs Jennifer Edstrom and Alison Lee, unveiled the 71st Annual Jewel Ball theme, **Taking Flight**. Fischer is the granddaughter of Las Patronas founding member and former Jewel Ball Chair, Midge Preston, and the daughter of Las Patronas advisory member and former Jewel Ball Co-Chair, Sarah Burton-Hawkins.

The 71st Annual Jewel Ball, **Taking Flight**, will transport guests to the golden age of air travel when travelers dressed for the occasion and flying was akin to a cocktail party on wings. This year, Las Patronas will elevate the luxury travel experience from terminal to take-off. Much as Las Patronas infuses modern values and efficiencies with its rich traditions and history, **Taking Flight** imagines a new breed of travel, combining modern airport architecture with the vintage glamour and romance of posh air travel. Depart from the ordinary through a ballroom lifting you into the sky as the land below fades to a distant whisper and the clouds carpet a new majestic landscape.

Las Patronas invites guests to soar into its 70th decade of charitable giving and be a part of the wonder of **Taking Flight**, the 71st Annual Jewel Ball. Mark your calendars for Saturday, August 5, 2017, at the La Jolla Beach & Tennis Club.

Las Patronas is a philanthropic organization with a long history of giving. Since its inception in 1946, Las Patronas has donated more than \$20 million to over a thousand charitable institutions in San Diego. The funds distributed to these organizations are generated through yearlong fundraising efforts and the annual presentation of the Jewel Ball, one of San Diego's most enduring social, cultural, and philanthropic traditions. All funds raised by Las Patronas stay in San Diego County and are distributed to many small grass-root nonprofits as well as larger, more visible organizations. For more information about Las Patronas and the annual Jewel Ball, please visit www.laspatronas.org.

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“Las Patronas is committed to providing financial assistance to non-profit organizations in San Diego County that provide valuable community services in the areas of health, education, social services, and cultural arts, and to continuing our tradition of service to enhance the quality of life in our community.”