

LAS PATRONAS

Partnering with the San Diego Community since 1946

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Las Patronas Hosts New Member Luncheon *Twelve New Members Introduced & Announcements of Grant Totals Raised at 71st Jewel Ball and Theme of the 72nd Jewel Ball*

La Jolla, California—On October 20, 2017 Las Patronas hosted its annual New Member Luncheon at the La Jolla Country Club. Approximately 150 active and advisory members gathered to welcome 12 new members with a traditional introduction of each new member and celebrate the success of the 71st Anniversary Jewel Ball ***Taking Flight*** with the announcement of the fundraising totals. The luncheon also launched the planning of the 72nd Jewel Ball with the unveiling of the theme, ***Viva La Vida***.

The Las Patronas active and advisory membership in attendance warmly welcomed the 12 new members of the “Class of 2017”: Julie Bubnack, Kathrine Cassidy, Jessica Castagnola, Julie Garrie, Mio Hood, Tammy Kearney, Michelle La Greca, Tiffany LaMarche, Tammy Kearney, Andrea Kosky, Keri Robbins, and Sarah Winter. Each of these talented women will serve a six-year membership in Las Patronas.

Just following the announcement of the new members, Chair of Jewel Ball 2017, Jorie Fischer, along with co-chairs Allison Lee and Jennifer Edstrom, revealed the net proceeds from ***Taking Flight***, held on August 5, 2017 at the La Jolla Beach & Tennis Club. **(NEED UPDATED \$\$\$\$:
Taking Flight earned \$xx, all of which will be granted to San Diego nonprofits.**

“The success of *Taking Flight* was truly an effort from our entire community,” said Jorie Fischer. “The lives of so many in San Diego County benefit because those in our community came together to support our efforts. We are enormously grateful to our many generous donors.” (NEEDS TO BE APPROVED BY JORIE)

Major Beneficiaries of ***Taking Flight*** include A Reason to Survive, Center for Community Solutions, International Rescue Committee in San Diego, La Jolla Playhouse, Lawrence Family Jewish Community Center (Jacobs Family Campus), National Conflict Resolution Center, Reuben H. Fleet Science Center, Scripps Mercy Hospital, Mercy Hospital Foundation, Urban Corps of San Diego County, and Voices for Children.

(SHERRY Approves): “In celebration of our 71st year of providing support to San Diego nonprofits, we are thrilled with the success of ***Taking Flight***,” said Las Patronas President, Sherry Macelli. “Together with our community, we have raised over \$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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Following the announcement of dollars raised during the 71st Jewel Ball, the Chair of Jewel Ball 2018 Jennifer Edstrom, along with her Co-Chairs Kelly Kent and Nicole Velasquez, unveiled the 72nd Jewel Ball theme, **Viva la Vida**.

The 72nd Jewel Ball, **Viva la Vida**, will be a tribute to the folkloric and fine art of our beautiful neighbor to the south, Mexico. Named in honor of Frida Kahlo's final painting, the Jewel Ball will celebrate equally the beauty created in the hands of artisans to the spectacular canvasses and murals that grace the world's finest museums. This year, Las Patronas will transport our guests to the older haciendas and centros of Mexico City and find themselves immersed in the vibrancy, color, and spirit that embodies its art. Translated to "Live the Life", **Viva la Vida** will encourage us to live boldly with spirit, courage and verve—it is this spirit that buoys both our nonprofit beneficiary partners and our membership with the fortitude to make deep, lasting change in San Diego.

Las Patronas invites guests to live life boldly and be a part of the miraculous wonderment of the 72nd Jewel Ball, **Viva la Vida**. Mark your calendars for Saturday, August 4, 2018 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."