

LAS PATRONAS

Partnering with the San Diego Community since 1946

FOR IMMEDIATE RELEASE

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Las Patronas Embarks on its 75th Anniversary Year
Introduction of Four New Members & Announcements of
Grand Total Raised at the 74th Jewel Ball and Theme of the 75th Jewel Ball

La Jolla, CA, Oct 23, 2020 – Las Patronas today announced the addition of four new members. The beloved philanthropic organization also revealed the fundraising success of the 74th Jewel Ball, **20/20 Spectacular**, and unveiled the theme, **Diamonds Are Forever**, for the 75th Anniversary Jewel Ball.

NEW MEMBERS OF LAS PATRONAS:

The Las Patronas active and advisory membership warmly welcomed the four new members of the “Class of 2020”: Carol Gasaway, Mia Kelly, Colleen Lighter, and Nahal Panahmand Mirkarimi. Each of these talented volunteers will serve a six-year active membership in Las Patronas. These newest members are joining the respected San Diego philanthropic organization at the start of its 75th Anniversary year.

PROCEEDS FROM THE 2020 JEWEL BALL:

Las Patronas held its 74th Annual Jewel Ball in a virtual format on August 8, 2020. The online affair was the culmination of a yearlong fundraising effort and proved the organization’s unstoppable dedication to supporting the San Diego nonprofit community. The focused efforts of the active membership of Las Patronas, despite the challenges of the year, resulted in **\$941,562.01** being raised to fund grants for nonprofit organizations across San Diego County.

Las Patronas announced that proceeds from Jewel Ball **20/20 Spectacular** would fund critically needed capital items for nine nonprofit Major Beneficiaries, each receiving between \$26,000 and \$59,000, as well as an estimated 35-45 additional Minor Beneficiaries, each receiving \$20,000 or less, in the upcoming fall 2020 and spring 2021 grant cycles. “We are extremely grateful for the thoughtful generosity and support of our underwriters, donors, advertisers, guests, and advisory members, especially during this uncertain time,” said **20/20 Spectacular** Jewel Ball Chair **Shay Stephens**.

Major Beneficiaries of 20/20 Spectacular are: Interfaith Community Services; La Jolla Community Center; Museum of Contemporary Art San Diego; The Salvation Army – El Cajon Corps; Scripps MD Anderson Cancer Center; Serving Seniors; UC Veterinary Medical Center San Diego; Urban Corps of San Diego County; and the Zoological Society of San Diego.

“Our nonprofit beneficiaries need us now more than ever. We are so appreciative of all of the support we have received this year to enable us to continue to fund our beneficiaries’ critical needs,” said Immediate Past President **Kelly Kjos**.

2021 JEWEL BALL THEME REVEALED:

The Chair of the 75th Anniversary Jewel Ball, **Kathy Lobo**, along with her co-chairs **Megan Cox and Robyne Daniels**, unveiled the Jewel Ball 2021 theme: ***Diamonds Are Forever***.

In classic James Bond style, ***Diamonds Are Forever*** will exude elegance, exhilaration, excitement and intrigue, while incorporating a nod to the past 75 years of Las Patronas’ partnership with the San Diego community. Arrive dressed to kill and you will be taken on a mission like you’ve never experienced -- and won’t soon forget. The jaw-dropping entrance will transport you into Bond’s world.... a world that is Shaken, not Stirred, draped in delicacies, dripping in diamonds. Think mystery, action, glamour and sophistication. Think Bond and prepare to be blown away.

Mark your calendars for **Saturday, August 7, 2021** for a most enjoyable celebration of Las Patronas’ nonprofit beneficiaries and generous supporters. “We look forward to celebrating Las Patronas’ 75th year of supporting the San Diego community. In this time when our nonprofit partners’ needs are even greater than usual, we are motivated to expand our giving as much as we possibly can and are tremendously grateful to our incredible supporters for their generosity,” said current Las Patronas President **Martha Sottosanti**.

Las Patronas is a philanthropic organization with a long history of giving. Since its inception in 1946, Las Patronas has donated nearly \$25 million to more than 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 among many deserving small and large nonprofit 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 nonprofit 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.”