

LAS PATRONAS

Partnering with the San Diego Community since 1946

FOR IMMEDIATE RELEASE

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“Diamonds Are Forever” Décor Revealed!
Design for 75th Anniversary Jewel Ball
Announcement of 2021 Major Beneficiaries

LA JOLLA, CA — On Wednesday, May 19, 2021, at 11:30 a.m., members of Las Patronas unveiled the décor for this year’s in-person 75th Anniversary Jewel Ball, ***Diamonds Are Forever***, at their annual Press Preview held at Piatti in La Jolla Shores. Las Patronas members have been hard at work designing and creating an unforgettable evening of adventure and intrigue in the spirit of James Bond. Mark your calendars for August 7, 2021!

“We are so excited to unveil ***Diamonds Are Forever***,” said Kathy Lobo, 75th Anniversary Jewel Ball Chair. “This year’s Jewel Ball will be an event you don’t want to miss.”

The 75th Anniversary Jewel Ball, ***Diamonds Are Forever***, will be dressed in classic James Bond style, exuding elegance, exhilaration, and intrigue, while incorporating a nod to the past. Guests are encouraged to arrive dressed to kill. Past a row of cars fit for high-class espionage, the jaw-dropping red-carpet entrance will transport you directly into Bond’s world, draped in delicacies and dripping in diamonds. The décor will embody mystery, glamour, and sophistication.

Las Patronas invites guests to immerse themselves in the drama and action of the 75th Anniversary Jewel Ball, ***Diamonds Are Forever***, featuring décor designed and handcrafted by its volunteer members. Experience an exceptionally fun night of dining and dancing on Saturday, August 7, 2021, at the beautiful La Jolla Beach & Tennis Club. This year’s Jewel Ball will be another unforgettable, dazzling celebration of Las Patronas’ beneficiaries and supporters.

At the Press Preview event, Las Patronas President **Martha Sottosanti** welcomed the media and Las Patronas advisory members and thanked Piatti for generously hosting the luncheon event. “***Diamonds Are Forever*** will be an unforgettable evening and we appreciate the tremendous support we have received from our sponsors and underwriters,” said Sottosanti. “Each Jewel Ball is truly a community effort that assists so many worthy local nonprofit organizations.”

Diamonds Are Forever Jewel Ball Chair **Kathy Lobo**, along with her Co-Chairs **Megan Cox** and **Robyne Daniels**, and Design Chairs **Lin Foletta** and **Mio Hood**, gave an overview of the décor planned for ***Diamonds Are Forever***. Tables Chair **Jessica Castagnola** presented the stunning tablescapes planned for the celebration. Glimmering chandelier centerpieces will add elegance and allure to the ballroom. Floor length tablecloths will be dressed with deep red roses and tuxedoed napkins over silver chargers. Martini glasses will be prevalent. A dramatic touch of surprise will be found in well-placed ostrich feathers, golden-hued bud vases, and flickering candles.

Vice President **Tina Boynton** named the six 2021 Major Beneficiaries of ***Diamonds Are Forever***. Major Beneficiaries each receive a grant of over \$20,000 to fund a critically needed capital item. The 2021 Major Beneficiaries and the items Las Patronas will be funding from the proceeds of Jewel Ball 2021, ***Diamonds Are Forever*** are:

Center for Community Solutions

Safety improvements for Next Step North domestic violence shelter

Episcopal Community Services

Van to transport homeless and recovery program clients to vital services

Father Joe's Villages

Wheelchair accessible van for the Street Outreach Program

National University

Virtual reality health simulation headsets to train critically needed nurses

Promises2Kids

Vehicle for Camp Connect program to reunite foster children with their siblings

San Diego Blood Bank

Bloodmobile to help save countless lives in San Diego County

Ms. Sottosanti closed the event by encouraging members of the community to attend the in-person celebration of Las Patronas' 75th Anniversary Jewel Ball, ***Diamonds Are Forever*** on August 7, 2021 at the La Jolla Beach & Tennis Club, to support Las Patronas' carefully selected Major Beneficiaries and many other Minor Beneficiaries. For more information, visit 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.