

LAS PATRONAS

Partnering with the San Diego Community since 1946

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Las Patronas Presents the 72nd Annual Jewel Ball: Viva la Vida

LA JOLLA, CA (August 4, 2018) — This evening Las Patronas celebrated the 72nd Annual Jewel Ball, ***Viva la Vida***, at the beautiful **La Jolla Beach & Tennis Club**. The nearly 725 guests were transported to the haciendas and centros of Mexico City and dazzled by the vibrancy, color, and spirit that embodies Mexican art.

This unforgettable evening celebrated and paid tribute to the fine art of our beautiful neighbor to the south, Mexico. Named in honor of Frida Kahlo's final painting, ***Viva la Vida***, the Jewel Ball celebrated all forms of Mexican art, from the beauty created in the hands of artisans to the spectacular canvasses and murals created by Kahlo and her husband, Diego Rivera. Translated to "Live the Life", ***Viva la Vida*** encourages us to live boldly with spirit, courage and verve—it is this spirit that buoys both Las Patronas' nonprofit beneficiary partners and members with the fortitude to make deep, lasting change in San Diego.

Guests were greeted at the entrance of Viva la Vida by *mojigangas* of Frida Kahlo and Diego Rivera, giant dancing puppets often found in festivals in the central region of Mexico. The festive sounds of Mariachi Garibaldi of Southwestern College helped arriving guests embrace the celebratory spirit. The traditional entrance to the La Jolla Beach & Tennis Club was transformed into the façade of the Casa Azul with its distinctive blue walls accented by vivid red and green trim. As guests entered the Ball, they strolled down a warm yellow corridor adorned with tin Milagros and other folkloric artwork, reminiscent of Frida Kahlo's collection of traditional Mexican artifacts within her home.

After more than a year of planning and countless hours of hands-on work, the dedicated team of approximately 50 Las Patronas members created a spectacular event, led by the creative vision of Design Chair **Kelly Kjos**, along with her co-chairs **Elsie Arredondo** and **Megan Cox**. Their homage to the lush garden oasis that Frida Kahlo created within her vibrant blue walls was a fitting backdrop for guests as they enjoyed TitoRitas, the evening's signature cocktail, generously donated by **Tito's Homemade Vodka**, and the traditional abundance of seafood on ice. A large pyramid structure and window boxes highlighted pre-Columbian figures and the greenery of her gardens. And like Frida, who often painted and sketched in her gardens, local artist Kristin Schumacher painted an original oil artwork that was presented as an item in the silent auction.

As guests made their way towards the pool, they found themselves in a vibrant tribute to the eclectic and electric textiles, floral, and decor of Mexico. The bridge, inspired by the Spanish architectural influence in Mexico, rose up over *chinampas*, or floating gardens like those on which Mexico City was built. Guests were offered tray-passed delicacies including shrimp and whitefish aguachile, beef picadillo empanadas, and gazpacho, while sipping on fine tequila presented by **Tequila Fortaleza**. For wine lovers in the crowd, **BTS Catering**, **R&R Wines**, and **Hafner Vineyard** presented Zardetto Prosecco, Ranga Ranga Sauvignon Blanc, Seven Hills Dry Rosé, and Cabernet Sauvignon along with other libations. **Sammy's** offered their

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ever-popular Kobe sliders. An old favorite, the sushi station was a popular stop, along with a new addition to this year's cocktail hour, a taco grill with traditional street tacos filled with chicken al pastor, carne asada and guajillo marinated shrimp. A poolside silent auction provided a wide array of items to be awarded to the highest bidder. Cocktail music with a Latin flair entertained guests from a floating stage.

A highlight of the evening was the call to dinner, when **Ballet Folklórico Leyenda** led guests over the bridge with the energetic and spectacular swirling skirts of traditional Mexican dance. Guests were treated to a fantastic floor show of a variety of Mexican dances, as they enjoyed a summer green salad with watermelon, jicama and cotija cheese, adorned with edible flowers. The **La Jolla Beach & Tennis Club** courts were transformed into a traditional stucco walled plaza, reminiscent of those found in Kahlo's neighborhood, Coyoacán. Wooden trestle tables filled with rustic and romantic florals, talavera pottery, candles and lanterns were inviting places to rest while dining al fresco.

Dinner, provided by the **Hyatt La Jolla**, included a play on surf and turf, with Chile de arbol-rubbed filet and jumbo prawns sautéed in garlic butter, accompanied by goat cheese masa cake and grilled street corn with lime and cotija cheese. The meal was perfectly paired with wines from **Justin, Grgich Hills, Hafner Vineyard, Hill Family Estate, Laird Family Estate, and Veuve Clicquot**. For dessert, guests were treated to a trio of tres leches cake, a Oaxacan chocolate tart, and a margarita mousse. The four signature bars, offering additional beverage selections, were inspired by Frida Kahlo's 1938 Vogue cover photo, her piece, *Viva la Vida*, and two of Diego Rivera's paintings, *Calla Lily Vendor* and *Woman with Sunflowers*. A fabulous digital photo booth and **Café Moto** coffee bar also added to the Ballroom experience. The vibrant sounds of **Collective Music** kept patrons on their feet with an energetic mix of musical favorites and stylish dance productions.

"The Jewel Ball tradition has transformed the nonprofit community of San Diego since 1946," said **Viva la Vida** Jewel Ball Chair **Jennifer Edstrom**. "We are proud and honored to be part of that tradition and are grateful for the outpouring of support from our underwriters, advertisers, guests, and advisory members."

"The Jewel Ball is a 'thank you' to all the supporters of Las Patronas," said Las Patronas President **Sherry Macelli**. "Through their generosity, funds are raised to support 12 major (over \$20,000) grants to beneficiary non-profit charities, listed below, and many more minor (under \$20,000) grants in the coming year. We are thrilled that our yearlong fundraising efforts will fund so many critical needs in our community and we are very thankful to all our supporters for helping us in this effort."

The major beneficiaries of Jewel Ball 2018, **Viva la Vida** are:

1. **Burn Institute:** Program vehicle and shelving for an existing van to support fire and burn prevention.
2. **Chelsea's Light Foundation:** Passenger-cargo vehicle to transport volunteers and equipment to program events.
3. **Just in Time for Foster Youth:** Moving truck to transport household items to help transitional age foster youth.
4. **Kitchens for Good:** Culinary equipment to provide a classroom environment for formerly incarcerated and transitional age youth.
5. **Outdoor Outreach:** Pick-up truck to transport equipment for youth adventure programs.

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6. **San Diego Air & Space Museum:** Amelia Earhart animatronic to enrich educational programming and elevate the historical significance of her accomplishments.
7. **San Diego Habitat for Humanity:** Box truck to increase the ability to pick up donations throughout San Diego County.
8. **San Diego Humane Society:** Radiology table, generator and dental radiology unit to treat and prepare animals for adoption.
9. **The Arc of San Diego:** Fitness equipment to maintain the health and well-being of people with intellectual and developmental disabilities.
10. **The Regents of the University of California, UCSD Autism Center of Excellence:** Eye tracking machine to provide data for children with Autism Spectrum Disorder.
11. **The Twelfth Step House of San Diego:** Passenger van to transport men residing at the Heartland House, a sober living facility.
12. **Urban Life Ministries Incorporated:** Passenger van to transport at-risk youth in City Heights to off-campus activities.

About Las Patronas:

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 year-long 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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