

LAS PATRONAS

Partnering with the San Diego Community since 1946

FOR IMMEDIATE RELEASE

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“Viva la Vida” Décor Revealed! Design for 72nd Annual Jewel Ball Transports Guests to the Art and Culture of Mexico City

LA JOLLA, CA — On Wednesday, April 25, 2018, at 10 a.m. members of Las Patronas unveiled the décor for this year’s Jewel Ball, ***Viva la Vida***, at their annual Press Preview held at the La Jolla Community Center. Las Patronas members have been hard at work designing and creating an unforgettable evening that will celebrate and pay 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 will celebrate 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.

This year, Las Patronas will transport Jewel Ball guests to the haciendas and centros of Mexico City. Ball attendees will find themselves immersed in the vibrancy, color, and spirit that embodies Mexican art. 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.

At the preview event, Las Patronas President Sherry Macelli welcomed the media and Las Patronas advisory members, and thanked the La Jolla Community Center for hosting the morning festivities. Ms. Macelli announced that Las Patronas has granted over \$900,000 to the San Diego nonprofit beneficiaries of the 2017 Jewel Ball, Taking Flight, including \$283,095 to the recently awarded 2018 Spring beneficiaries. Vice President Michelle Wiseman named the 22 newest beneficiaries.

Viva la Vida Ball Chair **Jennifer Edstrom**, along with her co-chairs **Kelly Kent** and **Nicole Velazquez**, and design chair **Kelly Kjos**, along her co-chairs **Elsie Arredondo** and **Megan Cox**, then introduced the theme and design of the Ball.

Ms. Edstrom closed the event by encouraging continued support of Las Patronas’ carefully selected Major Beneficiaries and so many other local nonprofits by attending the 2018 Jewel Ball, ***Viva la Vida***.

Las Patronas invites guests to live life boldly and be a part of the extraordinary spectacle of the 72nd Jewel Ball, ***Viva la Vida***, which takes place on Saturday, August 4, 2018 at the La Jolla Beach & Tennis Club, as is longtime tradition.

ADD PAGE 2—Las Patronas Hosts Beneficiary Reception...

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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“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.”