

SANTA MONICA-MALIBU

Education Foundation

FOR IMMEDIATE RELEASE

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Santa Monica-Malibu Education Foundation Announces 2015 Pier Party

Event to Benefit all Santa Monica-Malibu Unified School District Students

SANTA MONICA, Calif. – April 2, 2015 – Santa Monica-Malibu Education Foundation (SMMEF) is pleased to announce its second annual Pier Party, a fundraising event to benefit all students in the Santa Monica-Malibu Unified School District (SMMUSD). Pier Party will take place on Sunday, April 26 from 10 a.m. to 2 p.m. The private event - open to all who buy a ticket - expects to draw about 1,500 families and community members to Pacific Park on the historic Santa Monica Pier. Tickets range from \$25 to \$175 for general admission and VIP.

This fun-filled day for all ages will include rides, games, a live DJ, food vendors, face painting, touch tanks from the Santa Monica Pier Aquarium, interactive games by Marbles: The Brain Store, arts and crafts run by P.S. ARTS, and other activities for children.

Attendees purchasing VIP tickets will enjoy a breakfast reception and brunch tastings from favorite restaurants, including: Caffe Luxxe, FIG, Pier Burger, Border Grill and Cookie Good.

"Pier Party is SMMEF's premier community event," said Kathleen Rawson, President of the SMMEF Board of Directors and CEO of Downtown Santa Monica. "It brings together families from every school in SMMUSD to celebrate and support our students and teachers. We were thrilled by the success of the inaugural Pier Party last year and are very excited for year's event."

All proceeds from the event support SMMEF-funded programs in the Santa Monica-Malibu Unified School District. SMMEF raises funds annually to fund programs that ensure excellence for every student and school in the district. SMMEF-funded staff and programs include instructional assistants, literacy coaches, elementary arts education, additional middle and high school faculty members, teacher training, and discretionary grants for all 16 schools in the district. Many schools use these discretionary grants to provide science, technology, engineering and math (STEM) or visual and performing arts programs. Some schools also use these funds to hire additional health clerks, augment on-site counseling programs, or run other programs focused on student wellness.

"SMMEF's work to raise funds and community awareness on behalf of SMMUSD students is vital," said Mary Ann Powell, CEO and General Manager of Pacific Park on the Santa Monica Pier. "Pier Party is a wonderful, unique way for local businesses to actively better our community. Pacific Park enthusiastically supports SMMEF and is proud to partner in this district-wide event."

Other event sponsors include Skydance; Santa Monica Next; Related; Huntley Santa Monica Beach; Fairmont Miramar Hotel and Bungalows + MSD Capital, L.P.; MINI of Santa Monica; The Plaza at Santa Monica; Santa Monica Place; Stifel; Bob Gabriel Co. Insurance; Casa del Mar and Shutters; Chase; DFH Architects; Equity Office Management, LLC; The Georgian Hotel; Harding, Larmore, Kutcher & Kozal, LLP; Hudson Pacific Properties; Islands Restaurant; Le Meridien Delfina Santa Monica; Morley Builders; NMS Properties, Inc; Santa Monica-Malibu Council of PTAs; Taxi! Taxi!; Gary Limjap; Khedr Management Company; Stacy White and Brad Simpson of Partners Trust; NMS Properties, Inc.; Vidi Volo; Santa Monica Daily Press; TREATS Frozen Yogurt and Dessert Bar; and Free Associates.

For more event information and to purchase tickets, go to www.PierParty.org.

The four ticket pricing levels are:

- Ticket Level 1 (\$25 each or \$100 for 5), which includes unlimited rides and one popcorn or cotton candy;
- Ticket Level 2 (\$50), which includes unlimited rides, one popcorn or cotton candy, a meal voucher, and a \$5 game card;
- VIP Event (\$125), which includes breakfast reception, brunch tastings, wristband for unlimited rides, and a \$7 game card; and
- VIP Event with Parking (\$175), which includes breakfast reception, brunch tastings, wristband for unlimited rides, a \$7 game card, and a reserved parking pass to Lot 1 North.

About SMMEF

Established in 1982 by a dedicated group of parents, community leaders, and local business owners, SMMEF enhances and supplements the curriculum of the Santa Monica-Malibu Unified School District. SMMEF's mission is to engage the community to invest in a vibrant educational experience for all students in the Santa Monica and Malibu public schools. The Foundation works hand-in-hand with the District to allocate funds in ways that result in the greatest impact. To learn more about SMMEF visit www.smmef.org, follow on Twitter: @smmef or like SMMEF on Facebook: www.facebook.com/smmef.

About Pacific Park

Pacific Park on the Santa Monica Pier, LA's only admission free amusement park, offers 12 amusement rides, 17 midway games, an oceanfront food plaza and retail shops. In addition to the Pacific Wheel, the world's only solar-powered Ferris wheel, Pacific Park's signature rides include The West Coaster, a steel roller coaster that races 55 feet above the Santa Monica Bay; and Inkie's Air Lift Balloon Ride, the high-flying, family-sharing kids' ride. For additional information and hours of operation, call 310-260-8744, visit www.pacpark.com, follow on Twitter: @pacpark and Like at Facebook: www.facebook.com/pacificpark.

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