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**SANTA MONICA-MALIBU EDUCATION FOUNDATION'S
INAUGURAL PIER PARTY RAISES OVER \$123,000**

Proceeds Benefit the SMMUSD Vision for Student Success

Santa Monica, CA, May 13 – The Santa Monica-Malibu Education Foundation (SMMEF) today announced that Pier Party!, its inaugural community fundraising event, raised \$123,400. Proceeds from the event, which took place on Sunday, April 27 at Pacific Park on the historic Santa Monica Pier, will support the SMMUSD Vision for Student Success, a program that benefits every single student in the Santa Monica-Malibu Unified School District (SMMUSD). Income for the event came from ticket sales, a live auction, raffle baskets, and 29 amazing sponsors.

1,500 people bought tickets for Pier Party!, which included rides, games, a live DJ, the Sposato Brothers from Malibu High, touch tanks from the Santa Monica Pier Aquarium, a Santa Monica Police Motorcycle officer, interactive games by Marbles: The Brain Store, a mime and magician, arts and crafts run by P.S. Arts, a live auction and exciting raffle baskets. TREATS Frozen Yogurt & Ice Bar sold yogurt and sorbet to attendees, with 100% of proceeds going to the Education Foundation.

The Pier Party! VIP component took place in Pacific Park's Pavilion and featured 13 of the area's finest restaurants: Blue Plate Taco, Caffe Luxxe, Chinois on Main, Del Frisco's Grille, FIG, Hostaria del Piccolo, Hotel Erwin, JiRaffe, Joe's/Bar Pintxo, The Lobster, Michael's, Pier Burger, and Wilshire.

Community leaders, including Superintendent Sandra Lyon, City Councilmember Tony Vazquez, Assembly Member Richard Bloom, and SMMUSD School Board members Maria Leon-Vazquez, Ralph Mechur and Nimish Patel were there to meet and greet Party goers at the rides and games.

"This was a true community event," exclaimed Executive Director Linda Greenberg Gross. "We are honored that 29 businesses and individuals sponsored the event, 13 restaurants participated in the VIP portion, over 100 volunteers from our community and local businesses helped out, over half of our school Principals were in attendance, and 1,500 people from our community and beyond came to the enjoy the day with us. Pier Party! is a wonderful example of how an entire community comes together to support our students and schools."

The Foundation is charged with raising \$4 million annually to fund the SMMUSD Vision for Student Success, a program that ensures excellence for every school and every student in the district. Proceeds from Pier Party! will go toward the Education Foundation's 2014-15 \$4 million campaign.

Established in 1982 in response to devastating federal and state education budget cuts, the Santa Monica-Malibu Education Foundation (SMMEF) was organized by a dedicated group of parents, community leaders, and local business owners to enhance and supplement the curriculum of the

Santa Monica-Malibu Unified School District. The Santa Monica-Malibu Education Foundation'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 the Education Foundation and SMMUSD's Vision for Student Success, visit www.smmef.org, follow on Twitter: @smmef or like us on Facebook: www.facebook.com/smmef.

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