

Subj: **Update: Nevada First Lady Dawn Gibbons Secures a Quarter Million Dollar Private Grant plus \$65,000 Corporate Donation for Nevada's Jobless**
Date: 12/23/2008 7:59:26 A.M. US Mountain Standard Time
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FOR IMMEDIATE RELEASE

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Tuesday, December 23, 2008

Update: Nevada First Lady Dawn Gibbons Secures a Quarter Million Dollar Private Grant plus \$65,000 Corporate Donation for Nevada's Jobless

Media Conference Tuesday, December 23, 2008 at 12:00 Noon to be held at the Lutheran Social Services of Nevada located at 51 N Pecos, Suite #112, Las Vegas, 89101.

First Lady Dawn Gibbons will announce a \$250,000 donation from the Crescere Foundation and \$65,000 in food products from Vons Grocery Stores.

Las Vegas, NV- Nevada First Lady Dawn Gibbons has secured a private grant of \$250,000 from the Crescere Foundation that will be directed to Lutheran Social Services of Nevada in Las Vegas . Mrs. Gibbons has also enlisted corporations to give in this time of need. Vons stores

in Las Vegas have answered that challenge with over \$65,000 in food that will be delivered in the next two weeks to Lutheran Social Services of Nevada (LSSN).

"Dawn Gibbons really is Nevada's Angel", said Beverly Ozmun, President of the Crescere Foundation. "Dawn sees Nevadans are hurting. The First Lady is actively supporting Nevadans' by creating a menu of opportunities for caring citizens to give effectively and she's facilitating and encouraging our giving. In Nevada, we can ensure that those who have lost their jobs can seek and receive services with dignity and compassion. There's no shame in seeking help. It is a priority of this foundation to preserve individuals' self-worth while offering them a helping hand in a dignified manner. LSSN does that."

Ozmun adds, "This Christmas we're working with the First Lady and Vons Grocery in encouraging charitable foundations, businesses, churches and individuals throughout Nevada to increase giving at every level during this time of hardship."

According to First Lady Gibbons, many of Nevada's newly jobless fall into the category of being 'transitionally unemployed' and that most of these individuals don't know what services are available to them or how to navigate the complicated system of unemployment benefits, food stamps and more.

"Las Vegas is a magnifying glass of the nation. If we wait for government to act, it will take too long for many Nevadans. If we do it as private individuals and businesses, it can happen now," said First Lady Dawn Gibbons. "We can make a significant impact by providing services in a supportive setting for the 'transitionally unemployed' and leading by example. The generous gift from the Crescere Foundation and the Vons Grocery Stores will provide a stop-gap of critical services to stabilize our citizens through this trying economic period," adds First Lady Gibbons.

Safeway/Vons Grocery Stores echo that sentiment of providing product assistance right away. "Now more than ever, helping individuals and families during the holidays and throughout the year are a critical part of our (Safeway/Vons) community-based initiatives," said Executive Vice President and Safeway Foundation Chair Larree Renda in November about their chain-wide giving campaign.

Renda says now, "Vons Grocery Stores are happy to join the generous contribution of the Crescere Foundation by providing food. Las Vegas is a great place to do business. We are honored and pleased to be part of a workable solution for providing this help for Nevada families. Given the current economic climate and the growing need, we are picking up the pace of our regional campaigns designed to provide an opportunity for our employees and customers to pitch in and make the holidays a little better for people in need".

"We have to get the message out to Nevadans through the media," said Dianemarie Collins of DM Productions LLC. "Our firm is donating our public relations services to help the First Lady promote this 'campaign of giving' in support of Nevadans. This campaign requires a solid team effort and we are pleased to help".

Lutheran Social Services of Nevada has the staff and proven systems in place to provide valuable services to Nevadans. They are a frontrunner service provider in Las Vegas. "At Lutheran Social Services, you can see firsthand that picking out one's own groceries is very appealing for people that suddenly find themselves unemployed. "Maintaining one's self

esteem and having choices are priorities when dealing with this economic crisis", adds Dawn.

"There has been a drastic increase in the number of people who need our services ... in fact, there has been a doubling of the people in need over the past two months", said Armena Mkhitarian, executive director of Lutheran Social Services of Nevada. "We couldn't continue to meet these needs without the gift from the Crescere Foundation. We are also very thankful for Vons' generous donation of \$65,000 worth of food products. With these two donations, Lutheran Social Services of Nevada is going to be able to provide 20,000 pounds of food per month right here in Las Vegas".

First Lady Dawn Gibbons adds, "The 'transitionally unemployed' are growing in numbers as is their fear and suffering. We all need to give what we can ... and now. Private dollars, large and small, product donations, and volunteers working with Nevada's charities will enable us to survive this economic downturn intact. I want to thank the many people that have already stepped up to offer Nevadans hope in this increasing budgetary crisis".

"The holiday season is a time to remember the many Las Vegas residents that are out of work and need our help", said Nevada Assemblyman Mo Denis. "I urge my fellow citizens to give freely during this difficult financial climate of our state".

Assemblyman Ruben Kihuen agrees, "Never before has it been more important to step up to the plate and help each other", adds Kihuen. "As the representative of this area, I have personally witnessed the immediate need for help with rent, utilities, food, transportation and other vital services".

About Nevada's First Lady Dawn Gibbons

Nevada's First Lady Dawn Gibbons achievements include spearheading the Crystal Darkness Campaign (Against Methamphetamine Abuse), now in fifteen states; the Honorary Chair of Nevada Volunteers; and a strong advocate for Autism through the Autism Coalition of Nevada. Dawn actively supports the American Red Cross, AmeriFace, Susan G. Komen Foundation, March of Dimes, The Transplant Network, and many other worthy causes impacting the quality of life for Nevadans. <http://firstlady.state.nv.us/>

ABOUT SAFEWAY

Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America, based on sales. The company operates 1,738 stores in the United States and western Canada and had annual sales of \$42.3 billion in 2007. Safeway supports a broad range of charitable and community programs and in 2007 donated more than \$172 million to important causes, such as cancer research, education, hunger relief and programs focused on assisting people with disabilities. www.Safeway.com

About Lutheran Social Services of Nevada

We realize that everyone faces hard times. The people that we serve may be experiencing a short term financial setback due to losing their job, death of a family member, health issues, or for any number of reasons they need our help. We exist to help people by giving them a "hand up" to see them through their crisis with compassion and dignity. To honor their dreams and goals by providing services that provide a clear path toward self sufficiency. Since 1997, Lutheran Social Services of Nevada has cared for and served over 125,000 families in need by providing essential services in the form of emergency food, clothing, health, shelter and transitional housing, supportive services including financial assistance, case management, education programming and "wrap-around" care. Women, men, children, youth and seniors are served Monday-Friday. You can donate directly to Lutheran Social Services of Nevada at http://www.lssnv.org/secure_donate.php

ABOUT DM PRODUCTIONS LLC

DM Productions LLC is a limited liability company with offices in the Reno/Lake Tahoe region and in Phoenix. With nearly 20 years of experience, DM Productions LLC helps companies of all sizes and industries achieve their marketing goals through smart strategic thinking and effective creative solutions. As a full service firm DM Productions LLC provides a complete range of strategic marketing and communication services, including creative development, branding, advertising, public relations, media planning, promotions, production and post-production services, government affairs, event management and dynamic web design. More information is available at their Website: www.dmproductionsllc.com or call 775-825-1727

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