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PPLA FOOD FARE'S FUNDRAISING EFFORTS REACHES NEW HEIGHTS

Planned Parenthood Los Angeles Raised over \$850,000 at their Latest Fundraiser to Benefit their Community Health Care and Education Services

(Los Angeles, CA) – On Thursday, March 5, 2015, nearly 1,600 Los Angeles food lovers and **Planned Parenthood Los Angeles (PPLA)** supporters flocked to Santa Monica's Barker Hangar for one of the most highly anticipated gastronomic events of the year: **Food Fare**. Celebrating its 36th year, **Food Fare** delivered an outstanding variety of food and drink samples from over 100 of LA's best restaurants, caterers, wineries, breweries and more.

Guests of the VIP sponsor reception were welcomed by **PPLA** President and CEO, Sue Dunlap, 2015 **Food Fare** Chefs of the Year, Brooke Williamson and Nick Roberts, and 2015 **Food Fare** Advocates of the Year, Martha and Ari Swiller. Guests dined on exclusive bites by Brooke Williamson and Nick Roberts' three restaurants - Playa Provisions, The Tripel and Hudson House - while Infuse Vodka crafted specialty cocktails for the crowd.

While lively music played in the background of the elegantly decorated venue, attendees circled Barker Hangar multiple times, sampling gourmet bites, bidding on wine and dream experiences, sampling coffee, beer, wine, spirits, and other libations and shopping in the vibrant marketplace.

Food Fare is **PPLA's** largest fundraising event of the year. A truly successful evening, **Food Fare** raised over \$850,000 for **PPLA**, the most this charitable event has ever raised. Of that total, \$440,000 was raised in sponsorships, also the highest total in the event's history. **PPLA** is hoping to continue this upward trend in the years to come. Funds generated during this event benefit the health care and education services that **PPLA** offers through their 19 health centers throughout LA County.

About Food Fare & Planned Parenthood Los Angeles Guild

Food Fare began in 1979 with a cooking demonstration by Julia Child and has grown over the last 36 years to become one of Los Angeles' oldest and most celebrated food events. An annual event, Food Fare is highly anticipated by food lovers, PPLA supporters and the general public as an opportunity to sample the best food and drinks L.A. has to offer. Food Fare is hosted by the Planned Parenthood Los Angeles Guild, a group of over 170 women dedicated to providing financial and volunteer support for PPLA.

About Planned Parenthood Los Angeles

PPLA's 19 health centers throughout Los Angeles County provide care to nearly 150,000 women, men, and teens each year. Over 93% of the care PPLA provides is preventative, including life-saving cancer screenings, birth control, annual exams, and STD testing and treatment. PPLA's education and community outreach programs reach nearly 60,000 women, men and teens in Los Angeles County each year.

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