



Hillsides Foster Soles™ Celebrity Shoe Auction Party



Elton John



Billy Joel



David Arquette



Gabrielle Anwar



Jeffrey Donovan

Ellen DeGeneres and Jimmy Kimmel Kick Off 2010 Hillsides Foster Soles

Celebrities Step Up & Donate Autographed Shoes for Foster Care Awareness

Celebrity talkshow hosts Ellen DeGeneres and Jimmy Kimmel, along with Dr. Drew Pinsky of “Celebrity Rehab with Dr. Drew,” kick off the Second Annual Hillsides Foster Soles, an online auction of celebrity autographed shoes and celebrity photograph. Held during Foster Care Awareness Month, the online auction raises awareness of foster care issues and the plight of children and youth in the system. We’re asking for your participation in Foster Soles—your soles to benefit our souls. Celebrities who participated last year are listed below. The kickoff event to launch the auction will be held, once again, at Bar Celona in Pasadena on Tuesday, May 4, 2010 from 6:00 p.m. to 9:00 p.m. Online auction runs May 4th through May 13th.

Hillsides, a Los Angeles foster care children’s charity with 97 years of creating safe places, is asking for your support by donating celebrity autographed shoes and a photograph. We encourage you to also attend this event, which, with your presence, would enable us to reach the media and address foster care issues. Funds raised go towards the charity’s residential program.

Hillsides Foster Soles 2009 was awarded national winner of the PR News Non-Profit PR Awards in “Event PR,” a finalist in “PR on a Shoestring,” and Best of Pasadena, from *Pasadena Magazine*. Help us make 2010 another breakout event with your celebrity participation.

Partial list of Celebrities participating in 2010:

Ellen DeGeneres	Mariska Hargitay	Gabrielle Anwar	Derek Hough	Adam Sandler
Jimmy Kimmel	Billy Zane	Coby Bell	Romi Dames	Joan Rivers
Dr. Drew Pinsky	Jeffrey Donovan	Julia Louis-Dreyfus	Junior Seau	Melissa Rivers
Josh Groban	Bruce Campbell	Alec Mazo	James Loney	Florence Henderson

Partial list of Celebrities who participated in 2009:

Billy Joel	Courtney Cox Arquette	Elton John	John Mahon	Nigel Olsson
Billy Zane	Dave Koz	Gabrielle Anwar	Jon Chu & Cast of Step Up 3D	Paul Wylie
Bob Birch	Davey Johnstone	Giada De Laurentiis	Kaitlin Olson	Rachel Hunter
Brenda Song	David Arquette	Guy Babylon	Kaitlyn Gilliland	Rod Stewart
Bruce Campbell	Debby Boone	Jack Johnson	Kelly Slater	Shia LaBeouf
Bruce Gray	Debby Ryan	Jake Gyllenhaal	Lance Bass	CBS News Anchors
Carmen Electra	Denzel Washington	Jamie Kennedy	Marlee Matlin	KCAL News Anchors
Cast of Rent	Cast of Desperate Housewives	Jean Smart	Monique Coleman	NBC News Anchors
Cole Sprouse	Dylan Sprouse	Jeffrey Donovan	Nicolas Cage	KTTV News Anchors
Colleen Williams		Jennifer Love-Hewitt		KCOP News Anchors





CELEBRITY BENEFITS

- Complimentary invitation to Foster Soles “Kickoff Your Soles Event” at Bar Celona in Pasadena to launch online auction of celebrity autographed shoes
- Entrance to VIP lounge at Bar Celona with complimentary Bar Celona signature sangria and Spanish champagne (cava). Additionally for your pleasure we will have an on-site sommelier to host a Spanish wine-tasting session in the VIP lounge with Spanish cheeses, meats and charcuterie and our chef’s selection of Spanish tapas.
- Acknowledgment of your contribution, which will be posted on the auction webpage, www.Hillsides.org
- Acknowledgment of your contribution, which will be posted on our social networking sites on MySpace, Facebook, LinkedIn, and Twitter
- Mention of celebrity contributions will also be included in press releases
- Mention of celebrity contributions will be made throughout the Foster Soles Press Campaign
- Entertainment media representatives and publications will be notified of all press opportunities
- Entertainment media representatives and publications will be invited to attend the Foster Soles “Kickoff Your Soles Event” to launch online auction
- Acknowledgment of your contribution will be mentioned in Hillsides collateral, Outreach newsletter and Annual Report



To donate celebrity autographed shoes and photograph, contact Carrie Espinoza at Hillsides at (323) 255-9005, ext. 254 or e-mail: cespinoza@hillsides.org. Due date is April 16. Delivery address is: Hillsides Foster Soles, 940 Avenue 64, Pasadena, CA 91105.

