



**FOR IMMEDIATE RELEASE**

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**The Midnight Mission to Celebrate 110 Years of Service in Skid Row  
with Gala & Golden Heart Awards Honoring Community Heroes**

The Midnight Mission's 110-Year Anniversary Gala will take place on Saturday, September 7, 2024, at 7:00 pm at the historic Majestic Downtown in Los Angeles. This year's Gala is not just an elegant evening but a celebration of The Midnight Mission's enduring legacy of serving Southern California's neediest individuals and families. It's a night to honor those whose contributions embody the organization's transformative spirit of giving. Since 1914, The Midnight Mission has been Southern California's premier social service provider, never missing a day of service.

The Gala will kick off at 7:00 pm with a cocktail reception and silent auction. The awards dinner will honor individuals with Midnight's highest distinction, the Golden Heart Award. The program will feature moving testimonies from our esteemed honorees and an alum of The Midnight Mission's HomeLight Family Living program. The celebration will continue with engaging activities, including music, dancing, aerial artists, a casino, a tarot card reader, calligraphers etching mugs, dessert carts and coffee carts, making it a night to remember.

This year, we are privileged to honor champions in our community, including Street Symphony founder and artistic director Vijay Gupta. The honorees are being recognized for their significant contributions to understanding and addressing the human tragedy of homelessness and embody The Midnight's enduring commitment to helping the less fortunate, inspiring us all to do more and be better.

We extend our heartfelt gratitude to our sponsors, including U.S. Bank, Bank of America, Cathay Bank, and the United Arab Emirates (UAE). Your generous support is invaluable to us, and we are truly grateful for your commitment to our cause.

The Golden Heart Award is presented to individuals and organizations who have demonstrated a commitment and compassion for those in our community who are less fortunate. The Golden Heart Awards Gala is our most high-profile event and a fantastic opportunity for sponsors to build a public partnership with The Midnight Mission. The Gala is attended by business, entertainment, and community leaders from throughout our region.

Past honorees include Smokey Robinson, Carrie Fisher, Tim Allen, Sir Anthony Hopkins, Chuck Lorre, Joe Bonamassa, Jason Sinay, Tom Petty, Richie Sambora, Dick and Arlene Van Dyke, Staples Center Foundation, Annenberg Foundation, Nestlé USA, Inc., Bank of America, and others.



Proceeds from the event will support The Midnight Mission's life-saving and life transforming programs and services, which include food and safe shelter, crisis and bridge housing, family living, comprehensive addiction recovery, an education center, job training, and access to physical and mental health services. For ticket and sponsorship information, please contact Brent Hough at (213) 624-9258 ext. 2205 or email [bhough@midnightmission.org](mailto:bhough@midnightmission.org), or visit <https://www.midnightmission.org/110year/>.

**About The Midnight Mission:** Founded in 1914, The Midnight Mission offers paths to self-sufficiency to individuals and families who have lost direction. Our emergency services and 12-step recovery, family living, job training, education, and workforce development programs offer a compassionate bridge to achieve and maintain healthy, productive lives. We remove obstacles and provide the accountability and structure that people experiencing homelessness need to be productive in their communities. Our conviction and commitment to their success define us. For additional information, please visit [www.midnightmission.org](http://www.midnightmission.org).