



FOR IMMEDIATE RELEASE

Rebecca Haussling
Senior Director of Communications
AbilityFirst
RHAUSSLING@abilityfirst.org
626-639-1745

Long Beach Guild of AbilityFirst Breaks Fundraising Record for annual “Rainbows for AbilityFirst” Fashion Show and Luncheon

(LONG BEACH, CA) *October 29, 2019* – The AbilityFirst Long Beach Center Guild’s “Rainbows for AbilityFirst” Fashion Show and Luncheon had a full house at the Grand Event Center in Long Beach on Saturday, October 19, 2019. The annual event featured a shopping boutique with jewelry, accessories, hand bags and clothing and a lively silent and live auction, led by local auctioneer and President and CEO of the Long Beach Chamber of Commerce, Randy Gordon. Mr. Gordon kept the room raising paddles and helped raise nearly \$10,000 over goal on the live auction and paddle raise.

Auction packages include “Bubbly on the Bay” a champagne luncheon for eight at the lovely beach home of local resident and Long Beach Guild Chair, Mary Alice and Bob Braly, a “Boathouse Clambake Dinner and Duffy Ride, Dinner for 10 at Five Crowns restaurant in Corona del Mar, a wine tasting excursion through Temecula and a stunning 18K rose gold hand-crafted, flower pendant donated by McCarty’s Jewelry in Belmont Shore.

Guests were treated to a Fashion Show coordinated by Lucinda Meade and a delicious three-course meal. This year’s event brought back ABC7 reporter, Veronica Miracles for her second year as master of ceremonies and the event raised more than \$100,000 for programs and services supporting people with disabilities in Long Beach.

###

AbilityFirst Long Beach Guild

Since 1978, the AbilityFirst Long Beach Center Guild has raised funds to directly support and enrich the services offered at the Long Beach Center. Net proceeds from this year’s event will

help to fund community outings, special events, playground equipment and furnishings for more than 100 participants at the Long Beach center.

About AbilityFirst

AbilityFirst is a 501(c)3 nonprofit that provides programs and services to help children and adults with disabilities reach their full potential. With locations throughout Greater Los Angeles, AbilityFirst offers a broad range of employment, recreational and socialization programs as well as accessible residential housing complexes and a fully-accessible summer camp, Camp Paivika, for both children and adults. www.AbilityFirst.org