



# The Midnight Mission

*Making a Difference Since 1914*

## FOR IMMEDIATE RELEASE

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## **The Midnight Mission Awards Tom & Dana Petty for Work with Homeless**

*Grammy award-winning rocker Tom Petty, his wife, Dana Petty, along with The Edison and Sony Pictures Entertainment will be recognized at the 11<sup>th</sup> Annual Golden Heart Awards for their compassion and involvement in services and programs offered on behalf of L.A.'s Skid Row population.*

**LOS ANGELES**, May 9, 2011– Grammy award-winning musician Tom Petty and his wife, Dana, will be honored at the 11<sup>th</sup> Annual Golden Heart Awards on May 9 along with The Edison and Sony Pictures Entertainment for their philanthropic work with The Midnight Mission, a human services agency offering emergency services, drug and alcohol recovery and transitional programs for homeless men, women and children in Los Angeles. The Golden Heart Awards will take place at Beverly Hilton Hotel and will begin with a 6:00 pm reception, followed by dinner, the awards and entertainment by comedian Larry Miller and renowned singer Tony Galla. Actor and environmentalist Ed Begley, Jr. will serve as master of ceremonies.

Tom Petty and his wife Dana are generous supporters and in 2008 hosted a concert to benefit The Midnight Mission. “Tom and Dana really capture what this event is about and that’s people using their gifts, talents, capacity and compassion to help others live better. I am inspired by their care and concern.” said Larry Adamson, president and CEO of The Midnight Mission.

The Midnight Mission will also pay tribute to The Edison and Sony Pictures Entertainment at the gala, giving each organization a Golden Heart Award for their ongoing philanthropic commitment to the charity’s programs and services for the disadvantaged in greater Los Angeles.

The Edison, a unique and intriguing entertainment space in downtown Los Angeles, is a place where history comes to life. Patrons of The Edison can enjoy the craftsmanship and design left by generations of artisans past, as well as delicious food and beverages in a lively atmosphere. The Edison is a consummate partner in addressing the issue of homelessness and poverty in Los Angeles by providing monetary support, in-kind gifts, and countless volunteer hours by executive staff and employees.

Sony Pictures Entertainment’s motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment and technology companies in the world. This honoree’s commitment to helping The Midnight Mission raise funds and awareness is only surpassed by their volunteerism efforts. From serving meals year round to ensuring the needs of families in transition are met, the honorees are committed to helping The Midnight Mission help the homeless.

### **About The Midnight Mission**

Established in 1914, The Midnight Mission provides diverse services for homeless and near-homeless people of Los Angeles, striving to re-establish them as useful and self-respecting citizens. The charity offers meals, drug and alcohol treatment and medical, legal and childcare services in an effort to build a bridge from homelessness and despair to self-sufficiency. It also provides educational opportunities, jobs and a safe place for homeless individuals and families to lay their heads at night. The Mission offers help at no charge to any man, woman or child who walks through its doors in downtown L.A. The Midnight Mission is a California 501(c) 3 nonprofit corporation and operates largely through private funding. Larry Adamson serves as CEO.

For additional information about The Midnight Mission or to be added to the media guest list, contact Jenny Lenardson at 1-(213) 624-5124 or [jlenardson@midnightmission.org](mailto:jlenardson@midnightmission.org).