



Sunrise Community Steps Up Its Fundraising Efforts in Miami Once Again

The Magnolia Gala returns to town for its fifth anniversary, sponsored by the esteemed organization that provides aid & support to people with intellectual and physical challenges

Miami, FL, October 28, 2010—According to Sunrise Community, an organization that provides assistance and support for people with developmental disabilities, the ingredients for effective fundraising can sometimes include salsa, cha cha, mambo and rumba. It has worked well in the past—which is why the organization is excited about its upcoming Magnolia Gala—and it has also proven to be a good metaphor for the challenges faced by the organization and the people it helps: goals often are met only when we approach them one step at a time.

The fifth annual Magnolia Gala, a Latin-fused salute to dancing, food and the attainment of personal and organizational goals, will take place on November 6, 2010 at the Hyatt Regency Downtown Miami, kicking off at 6:30 p.m.

“This is a celebration with style and a chance to personally make a real difference in the lives of the wonderful people we’re here to help—people with developmental disabilities,” says Jose E. Souto, co-chair of the event. “But our success and their success can only come one step at a time, which is why raising funds at an event where the spotlight is on dancing and music seems so appropriate.”

Funds raised at the event will go toward supporting, among other ventures, the Robert Wood Johnson Foundation’s Green House project, which is being built at a Sunrise facility in the Redland section about 20 miles southwest of Miami. It will be comprised of

four individual homes, each serving 10 residents, and will be specifically designed to offer each resident a nurturing environment where full-time support and an ambiance of independence will be equally shared.

Among the highlights of the fundraising evening will be a cocktail reception, hors d'oeuvres and dinner, plenty of Latin dancing, and music provided by Nicole Henry, an internationally-known singer who has released three bestselling CDs, toured in more than a dozen countries, performed at Lincoln Center in New York and with the Duke Ellington Orchestra in Tokyo, and sang the national anthem at the 2010 FedEx Orange Bowl at Land Shark Stadium in Miami Gardens.

“We have many wonderful stories to tell about our success through the years—but success isn’t always guaranteed. It happens one step at a time, and it takes diligence and creativity to raise the funds we need in order to do the work to which we’re committed,” says Les Leech, Jr., President and CEO of Sunrise Community. “Our annual Magnolia Gala also takes diligence and creativity, and it is one of the most enjoyable ways we’ve found to promote our projects and advance our goals. It is well worth the effort, and I look forward to it every year.”

Sunrise Community, Inc., a not-for-profit organization headquartered in Miami, FL, has been dedicated for more than 40 years to the needs of people with developmental disabilities. Its goal is to promote and support a vision of all citizens, regardless of disability, having equal opportunities to live and work in their communities with dignity. Sunrise Community and the many private, not-for-profit corporations with which it is associated work hard to provide the ongoing support and assistance necessary for its goals to be met.

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