

SANTA MONICA Mirror

Santa Monica-Malibu Education Foundation To Host Pier Party April 26

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MIRROR STAFF

Santa Monica-Malibu Education Foundation
(SMMEF) will host its second

annual Pier Party, a fundraising event to benefit all
students in the

Santa Monica-Malibu Unified School District
(SMMUSD). Pier Party will

take place on Sunday, April 26 from 10 a.m. to 2
p.m.

The private event - open to all who buy a ticket - expects to draw

about 1,500 families and community members to Pacific Park on the

historic Santa Monica Pier. Tickets range from \$25 to \$175 for general
admission and VIP.

This fun-filled day for all ages will include rides, games, a live

DJ, food vendors, face painting, touch tanks from the Santa Monica Pier

Aquarium, interactive games by Marbles: The Brain Store, arts and crafts

run by P.S. ARTS, and other activities for children.

Attendees purchasing VIP tickets will enjoy a breakfast reception and

brunch tastings from favorite restaurants, including: Caffe Luxxe, FIG,

Pier Burger, Border Grill and Cookie Good.

“Pier Party is SMMEF’s premier community event,” said Kathleen



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Pacific Park's Ferris wheel on the Santa Monica Pier.

Rawson, President of the SMMEF Board of Directors and CEO of Downtown

Santa Monica. "It brings together families from every school in SMMUSD

to celebrate and support our students and teachers. We were thrilled by

the success of the inaugural Pier Party last year and are very excited

for year's event."

All proceeds from the event support SMMEF-funded programs in the

Santa Monica-Malibu Unified School District. SMMEF raises funds annually

to fund programs that ensure excellence for every student and school in

the district. SMMEF-funded staff and programs include instructional

assistants, literacy coaches, elementary arts education, additional

middle and high school faculty members, teacher training, and

discretionary grants for all 16 schools in the district.

Many schools use these discretionary grants to provide science,

technology, engineering and math (STEM) or visual and performing arts

programs.

Some schools also use these funds to hire additional health clerks,

augment on-site counseling programs, or run other programs focused on

student wellness.

"SMMEF's work to raise funds and community awareness on behalf of

SMMUSD students is vital," said Mary Ann Powell, CEO and General Manager

of Pacific Park on the Santa Monica Pier. "Pier Party is a wonderful,

unique way for local businesses to actively better our community.

Pacific Park enthusiastically supports SMMEF and is proud to partner in

this district-wide event."

Other event sponsors include Skydance; Santa Monica Next; Related;

Huntley Santa Monica Beach; Fairmont Miramar Hotel and Bungalows + MSD

Capital, L.P.; MINI of Santa Monica; The Plaza at Santa Monica; Santa

Monica Place; Stifel; Bob Gabriel Co. Insurance; Casa del Mar and
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Council of PTAs; Taxi! Taxi!; Gary Limjap; Khedr Management Company;
Stacy White and Brad Simpson of Partners Trust; NMS Properties, Inc.;;
Vidi Volo; Santa Monica Daily Press; TREATS Frozen Yogurt and Dessert
Bar; and Free Associates.

For more event information and to purchase tickets, go to www.PierParty.org.

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