

FOR IMMEDIATE RELEASE – 7-25-18

<https://www.reaf-sf.org>

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<http://www.press-push.com/HELP24>

Facebook: <https://www.facebook.com/events/196189331205837/>

The Richmond / Ermet Aid Foundation presents...
HELP IS ON THE WAY 24 – Concert and Gala
Celebrating Music, Legends & Icons

24th Annual Gala - Northern CA's Largest Annual, Star-studded Concert & Gala
- A Benefit for Meals on Wheels San Francisco, and AIDS Legal Referral Panel

SUN., AUG. 19, 2018 - HERBST THEATRE – 401 VAN NESS AVE. in SF

VIP Gala Reception: 5:00 pm (Green Room)
Silent Auction: 5:00 pm (Main Lobby – street level)
Gala Reception: 6:00 pm (Green Room)
Performance: 7:30 - 9:45 pm (Herbst Theatre)
Club REAF After Party with cast: 9:45 - 11:30 pm

Including in Alphabetical Order (scheduled to appear)...

DEBBY BOONE, LEANNE BORGHESI, EILEEN BOURGADE, CAROLE COOK, DAVIS GAINES, DEBBY HOLIDAY, ERIC KROP, KIMBERLEY LOCKE, VALARIE PETTIFORD, JAI RODRIGUEZ, PAULA WEST, TOP SHELF CLASSICS, ERIC ROSENBERG & YELENA VAYN and MARY WILSON.



"Help is on the Way" is Northern California's largest annual benefit concert benefiting HIV/AIDS and hunger programs. It's an elegant evening of wonderful music, delicious food and beverages tastings and, most of all, fun.

VIP & Gala Underwriter Tickets <https://www.reaf-sf.org> or call 415- 273 -1620

- VIP Reception, Show & After Party \$175 - \$5,000
- Performance Only Tickets \$65 (Dress Circle & Balcony)

Performance Only Tickets available - City Box Office – 415-392-4400 or www.Cityboxoffice.com

**For tickets or additional info, please visit our website:
<https://www.reaf-sf.org> or call 415- 273-1620**

The 2018 star-studded Cast for this year’s gala feature stars from Broadway, Film, TV and the music industry, including (*in alphabetical order...*):

DEBBY BOONE:	Three-time Grammy Award winning recording star
LEANNE BORGHESI:	Cabaret and performance star
EILEEN BOURGADE:	Concert Violinist
CAROLE COOK:	Broadway (<i>42nd Street</i>) / TV star
DAVIS GAINES:	Broadway (<i>Phantom of the Opera</i>) star
DEBBY HOLIDAY:	Billboard top 10 recording artist
ERIC KROP:	Singer/Songwriter, Cabaret Star
KIMBERLEY LOCKE:	<i>American Idol</i> / recording star
VALARIE PETTIFORD	Tony-nominated (<i>Fossie</i>) Broadway / TV star
JAI RODRIGUEZ:	Broadway & TV (<i>Queer Eye for the Straight Guy</i>) star
PAULA WEST:	Jazz/Cabaret star
MARY WILSON:	Grammy -winner / Orig. Member SUPREMES
TOP SHELF CLASSICS:	Motown singing group
ERIC ROSENBERG & YELENA VAYN:	Ballroom dancers
JON MAHER:	ASL interpreter

Directed by:	David Galligan
Musical Director	Michael Sobie (<i>Game of Thrones Int’l. tour</i>)
Producers:	Ken Henderson & Joe Seiler

**To arrange interviews with any of the performers, Gala Co-Chairs or with Exec.Director Ken Henderson, call or email publicist, Lawrence Helman:
415-661-1260 lhelman@sbcglobal.net**

HELP IS ON THE WAY XXIII is produced by The Richmond/Ermet Aid Foundation, founded by the late Barbara Richmond and Peggy Ermet in memory of their sons, John Richmond and Doug Ermet, who both lost their lives to AIDS. In 1995, the two women decided not to get mad but get even when they launched a musical AIDS benefit to honor their sons by raising funds for AIDS service organizations. To date REAF has raised over \$3.5 million dollars for AIDS services and, beginning in 2015 also began to support hunger programs and programs for homeless and disenfranchised youth.

UNDERWRITER TICKETS:

VIP Underwriter levels tickets start at \$500 and include the VIP reception in the Green Room starting at 5pm, VIP gift bags, VIP seating for the performance, and admission to Club REAF after party with the cast following the show. General Underwriter ticket levels start at \$175 and include the Gala Reception in the Green Room starting at 6pm and admission to Club REAF after party with the cast following the show. All Underwriters will be invited to an Underwriter Appreciation Party about two weeks before the benefit. A portion of the Underwriter level tickets help underwrite the cost of the event. An extensive silent auction precedes the show starting at 5:00 pm in the main lobby.

HONORARY CO-CHAIRS

Senator Diane Feinstein, Mr. Richard Blum, Lt. Governor Gavin Newsom, State Senator Scott Weiner

GALA CHAIRS

Shelley Hann, Gary Snow and Darren Iverson

GALA CO-CHAIRS

Sophie Azouaou, Doug Waggener, Lawrence Wong, Dianne Yancy

CALENDAR EDITORS PLEASE NOTE:

WHAT: *The Richmond / Ermet Aid Foundation presents...*
HELP IS ON THE WAY 24 - Concert and Gala
Celebrating Music, Legends & Icons
24th Annual Gala - Northern California's Largest Annual,
Star-studded Concert & Gala

- A Benefit for: **Meals on Wheels of San Francisco, and AIDS Legal Referral Panel**

WHEN: SUN., AUG. 19, 2018

WHERE: HERBST THEATRE – 401 VAN NESS AVE. SF 94102

WHO: *Including in Alphabetical Order (scheduled to appear)...*
DEBBY BOONE, LEANNE BORGHESI, EILEEN BOURGADE, CAROLE COOK, DAVIS GAINES,
DEBBY HOLIDAY, ERIC KROP, KIMBERLEY LOCKE, VALARIE PETTIFORD, JAI RODRIGUEZ,
PAULA WEST, TOP SHELF CLASSICS, ERIC ROSENBERG & YELENA VAYN and MARY
WILSON.

SHOW TIMES:

VIP Gala Reception: 5:00 pm (Green Room)
Silent Auction: 5:00 pm (Main Lobby – Street Level)
Gala Reception: 6:00 pm (Green Room)
Performance: 7:30 - 9:45 pm (Herbst Theatre)
Club REAF After Party with cast: 9:45 - 11:45 pm

TICKETS:

For VIP & Underwriter Tickets <https://www.leaf-sf.org> or call 415- 273 -1620

- VIP Reception, Show & After Party \$350
- Gala Pre-show Reception, Show & after Party \$175
- Performance Only Tickets \$65 (Dress Circle & Balcony)

Performance Only Tickets available City Box Office – 415-392-4400 or www.Cityboxoffice.com

For tickets or info, please visit our website <https://www.leaf-sf.org> or call 415/ 273 - 1620

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Press Page: <http://www.press-push.com/HELP24>

The Herbst Theatre is wheelchair accessible.

Help is on the Way is an elegant gala featuring stars from Broadway, film, TV and the recording industry. This three-tiered event consists of a pre-performance VIP cocktail reception and seated dinner, a Broadway-style performance and a nightclub-themed after party with the cast. An extensive silent auction coincides beginning at 5:00 pm and concludes at the end of intermission.

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