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FOR IMMEDIATE RELEASE – 11-18-17

To get photos or bios of any of the performers go to
<http://press-push.com/HELP24/>

Trailer: <https://www.youtube.com/watch?v=YQnN19bYwPM>

THE RICHMOND / ERMET AID FOUNDATION PRESENTS...

HELP IS ON THE WAY FOR THE HOLIDAYS 16

The 16th Annual Holiday Celebration

A Star-studded AIDS Benefit Holiday Gala & Concert

Mon., Dec. 4, 2017

Marines' Memorial Theatre in SF

www.reaf-sf.org

Benefiting: Project Open Hand and Larkin Street Youth Services

Facebook: <https://www.facebook.com/events/1125416927590928/>

Featuring: (*Cast list as of 11-18-17*)

Cast members from the hit Broadway Show Disney's ALADDIN

Broadway, TV and recording stars:

Kimberley Locke: *American Idol*, recording star

Jake Simpson 2-time *Star Search* grand champion/recording star

Shawn Ryan *America's Got Talent* semi-finalist

Kim Nalley Jazz star

Jason Brock *X-Factor*/ Cabaret star

Leanne Borghesi Cabaret star

Jessica Coker Cabaret star

Gregangelo Velocity Circus founder/performer

Monday, Dec. 4, 2017

6:00 pm: Limited silent auction in theater lobby

7:00 pm: Doors open for seating

7:30 pm: Performance

9:45 pm: After party with the cast at Clift Hotel's Redwood and Velvet Rooms

Tix \$60 - General admission

\$125 up - includes Gala post performance reception with cast

at the CLIFT Hotel - *Velvet & Redwood Rooms* - 495 Geary (at Taylor St.) in SF 94102

For Tix and info www.helpisontheway.org or call 415- 273 -1620

Tickets \$60 - General Reserved Seating - Performance only; and \$125 and up (Underwriter level tickets include the Gala Post Performance Reception and a chance to meet and mingle with the cast) at the nearby **CLIFT Hotel - *Velvet & Redwood Rooms* - 495 Geary (at Taylor St.) in SF 94102**. Doors open for the general public at 6:30 pm.

For Tix and info www.helpisontheway.org or call 415- 273 -1620

Silent Auction	:	6:30 pm
Star-studded AIDS Benefit Concert:		7:30 - 9:45 pm
Post Performance Underwriter Dessert & Wine Party w/ cast:		9:45 - 11:45 pm

(includes complimentary wine, champagne and desserts)

Visit our web site for additional info www.helpisontheway.org or call 415/ 273 -1620

Underwriter ticket prices for *Help is on the Way for the Holidays* are tiered from \$125 to \$5,000.

The 2017 Cast for HELP IS ON THE WAY FOR THE HOLIDAYS 16 gala will feature:

Cast members from the hit Broadway Show Disney's ALADDIN

Kimberley Locke	<i>American Idol</i> , recording star
Jake Simpson	2-time <i>Star Search</i> grand champion/recording star
Shawn Ryan	<i>America's Got Talent</i> semi-finalist
Kim Nalley	Jazz star
Jason Brock	<i>X-Factor</i> / Cabaret star
Leanne Borghesi	Cabaret star
Jessica Coker	Cabaret star
Gregangelo	Velocity Circus founder/performer

www.reaf-sf.org

(Cast list as of 10-9-17 - Additional Cast to be announced.)

To get photos or bios of any of the performers go to

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

PERFORMANCE ONLY TICKETS are \$60 (GENERAL RESERVED SEATING).

UNDERWRITER LEVEL TICKETS: Includes post-performance dessert party with the cast at **CLIFT Hotel - Velvet & Redwood Rooms - 495 Geary** (at Taylor St.) in SF 94102- featuring complimentary wine, cocktails and desserts (9:45 - 11:45 pm). A portion of Underwriter level tickets help underwrite the costs of the production. *Help is on the Way for the Holidays 16* Underwriter Ticket prices are tiered from \$125 and up. Underwriters will also be invited to a special reception in early 2017 to distribute the checks to the beneficiaries of this event. To order Underwriter level tickets, visit www.helpisontheway.org or call 415 / 273 -1620

Since it's inception in 1995, The Richmond/Ermet Aid Foundation has raised well over \$3 million for AIDS service agencies in the Bay Area and Broadway Cares/Equity Fights AIDS as well as hunger programs and programs that serve and support homeless youth. 100% of proceeds from ticket sales have always gone directly to the beneficiary partners

HELP IS ON THE WAY FOR THE HOLIDAYS 16 is produced by The Richmond/Ermet Aid Foundation, founded in 1995 by Barbara Richmond & Peggy Ermet in memory of their sons, John Richmond & Doug Ermet, who both lost their lives to AIDS. In 1995 They decided not to get mad but get even when they launched a musical AIDS benefit to honor their sons and raise funds for AIDS service organizations.

To arrange an interview with any of the performers, or with Executive Director Ken Henderson, call publicist Lawrence Helman at 415/ 661-1260.

CALENDAR EDITORS PLEASE NOTE:

WHAT: *THE RICHMOND / ERMET AID FOUNDATION PRESENTS...*
HELP IS ON THE WAY FOR THE HOLIDAYS 16
A 16th Anniversary Gala Holiday Celebration
Star-studded AIDS Benefit Holiday Concert & Gala

Benefiting: **Project Open Hand and Larkin Street Youth Services**

Featuring: (*Cast list as of 11-18-17*)

Cast members from the hit Broadway Show Disney's ALADDIN

Kimberley Locke	<i>American Idol</i>, recording star
Jake Simpson	<i>2-time Star Search</i> grand champion/recording star
Shawn Ryan	<i>America's Got Talent</i> semi-finalist
Kim Nalley	Jazz star
Jason Brock	<i>X-Factor/ Cabaret</i> star
Leanne Borghesi	Cabaret star
Jessica Coker	Cabaret star
Gregangelo	Velocity Circus founder/performer

www.reaf-sf.org

WHEN: **Monday, Dec. 4, 2017 -**

WHERE: **THE MARINES' MEMORIAL THEATRE – 609 Sutter St. in SF 94102**

TIME: **6:30 pm Silent Auction**
7:30 pm Performance
9:45 - 11:45 pm Post-performance dessert party with the cast at
CLIFT Hotel - Velvet & Redwood Rooms - 495 Geary (at Taylor St.) in SF 94102
Featuring complimentary wine, cocktails and desserts. (Gala & Underwriter tix only.)

TICKET: **\$ 60 GENERAL RESERVED SEATING - (Show Only)**

PRICES: **\$125 & up UNDERWRITER Level - (Preferred seating / Show & Post Party)**

TICKETS: **www.helpisontheway.org / 415/ 273- 1620**

PHOTOS: **To get photos or bios of any of the performers go to**
<http://press-push.com/HELP24/>

FACEBOOK: **<https://www.facebook.com/events/1125416927590928/>**

Trailer: **<https://www.youtube.com/watch?v=YQnN19bYwPM>**

The Richmond/Ermet Aid Foundation raises funds for HIV/AIDS, hunger and homeless youth programs primarily in the SF Bay Area, through the production of quality entertainment events. Currently REAF produces four primary events, "Help is on the Way," "Help is on the Way for the Holidays" our "One Night Only" series of benefit performances with the touring casts of Broadway shows appearing in the Bay Area as tour schedules permit and San Francisco's sexiest benefit show "Broadway Bares SF."