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FOR IMMEDIATE RELEASE – ~~Oct. 14, 2016~~ **Rev. 11-2-16**

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

THE RICHMOND / ERMET AID FOUNDATION PRESENTS...

HELP IS ON THE WAY FOR THE HOLIDAYS 15

A Fifteenth Annual Holiday Celebration

Star-studded AIDS Benefit Holiday Concert & Gala

Mon., Dec. 5, 2016

Marines' Memorial Theatre in SF

www.reaf-sf.org

Benefiting: Asian & Pacific Islander Wellness Program
and Larkin Street Youth Services

<https://www.facebook.com/events/202032100217826/>

Trailer: https://youtu.be/y_1tIWnjFiY

Featuring

Cast members from the tony award-winning

Disney's THE LION KING

Cast members from the national tour of the Lincoln Center Theater production of

Rodgers & Hammertstein's THE KING AND I

JASON GRAAE and cast members from 42nd Street Moon's SCROOGE IN LOVE
Broadway, TV and recording stars MAUREEN McGOVERN & SAM
HARRIS

Plus Cabaret stars PAULA WEST, JASON BROCK, SHARON McNIGHT &
CARLY OZARD

The Richmond / Ermet Aid Foundation presents...Help Is On The Way For The Holidays 15 –
A 15th Annual Holiday Celebration Concert & Gala featuring:

Cast members from the Broadway touring casts of Disney's THE LION KING, cast members
from the national tour of the Lincoln Center Theater production of Rodgers &
Hammerstein's THE KING AND I, JASON GRAAE and cast members from 42nd Street
Moon's SCROOGE IN LOVE, Broadway/TV stars MAUREEN McGOVERN and SAM HARRIS
plus cabaret stars JASON BROCK, PAULA WEST, SHARON McNIGHT & CARLY OZARD
– (list as of 10/31/16 - Additional Cast TBA)

Monday, Dec. 5, 2016

6:00 pm: 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

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

THE RICHMOND/ERMET AID FOUNDATION presents **HELP IS ON THE WAY FOR THE HOLIDAYS 15: A 15th Anniversary Holiday Celebration.**

This 15th Annual Star-studded AIDS Benefit Concert & Holiday Gala is on **Mon., Dec. 5, 2016** at **the Marines' Memorial Theatre - 609 Sutter St., SF 94102**. This star-studded AIDS Benefit Concert & Gala is the kick-off event heralding the holiday season in San Francisco.

Performance will feature:

Cast members from the Broadway touring casts of Disney's THE LION KING, cast members from the national tour of the Lincoln Center Theater production of Rodgers & Hammerstein's THE KING AND I, JASON GRAAE and cast members from 42nd Street Moon's SCROOGE IN LOVE, Broadway/Recording stars MAUREEN McGOVERN and SAM HARRIS plus cabaret stars JASON BROCK, PAULA WEST, SHARON McNIGHT & CARLY OZARD – (*list as of 10/31/16*)

Tickets \$60 - General Reserved Seating - Performance only; and \$125 (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
<i>(includes complimentary wine, champagne and desserts)</i>		

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 2016 Cast for this year's gala will feature:

Cast members from the tony award-winning Disney's THE LION KING
Cast members from the national tour of Lincoln Center Theater production of Rodgers & Hammerstein's THE KING AND I
JASON GRAAE and cast members from 42nd Street Moon's SCROOGE IN LOVE,
Broadway/Recording stars MAUREEN McGOVERN and SAM HARRIS
Plus Cabaret stars JASON BROCK, PAULA WEST, SHARON McNIGHT & CARLY OZARD
www.reaf-sf.org

(Cast list as of 10/31/16 - Additional Cast to be announced.)

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

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 14* 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. 100% of proceeds from ticket sales have always gone directly to the beneficiary partners. REAF also supports hunger programs and programs that serve and support homeless youth.

HELP IS ON THE WAY FOR THE HOLIDAYS XV 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 15
A 15th Anniversary Gala Holiday Celebration
Star-studded AIDS Benefit Holiday Concert & Gala**

Featuring cast members from the Broadway touring casts of Disney's THE LION KING, cast members from the national tour of the Lincoln Center Theater production of Rodgers & Hammerstein's THE KING AND I, JASON GRAAE and cast members from 42nd Street Moon's SCROOGE IN LOVE, BroadwayRecording stars MAUREEN McGOVERN and SAM HARRIS plus cabaret stars JASON BROCK, PAULA WEST, SHARON McNIGHT & CARLY OZARD – (list as of 10/31/16)

WHEN: Dec. 5, 2016 - Monday

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
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Trailer: https://youtu.be/y_1tIWnjFiY

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 three primary events, "Help is on the Way," "Help is on the Way for the Holidays" and a "One Night Only" series of benefit performances with the touring casts of Broadway shows appearing in the Bay Area as tour schedules permit.