

FOR IMMEDIATE RELEASE

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SF CELEBS GET DUNKED TO HELP TENDERLOIN KIDS & FAMILIES

17th Annual Celebrity Pool Toss on October 5, 2009

To Feature Wet, Wild and Good, Clean Fun

SAN FRANCISCO, CA... Bay Area's local celebrities might get all wet, but they won't let the economy dampen their spirits! The **17th Annual Celebrity Pool Toss**, benefiting **Tenderloin Neighborhood Development Corporation**, will be held **Monday, October 5, 2009** at the Phoenix Hotel and Bambuddha Lounge. Dozens of San Francisco's favorite celebrities have volunteered to get tossed into the Phoenix Hotel's pool to help needy kids and their families living in the Tenderloin.

Confirmed "tossees" include **John Goldman**, President, San Francisco Symphony; **Patricia Breslin**, Executive Director, Hotel Council of San Francisco; **Steven Vettel**, Partner, Farella Braun & Martel; **David Landis**, President, Landis Communications, Inc; **Linda Corso**, Vice President, ADCO; and **Gwyneth J. Borden**, member of the San Francisco Planning Commission.

Vicki Noon, who plays one of the witches from *Wicked*, will perform "The Wizard and I," but of course won't go into the pool as to avoid any melting! And cast members from *South Pacific* will perform a song from the hit Broadway musical.

This year's party is chaired by **Laura Pfaff** and **Jim Losi**. Confirmed MC's for the event are San Francisco 49ers tight end **Brian Jennings**; actor, writer and producer **Cindy Williams**; news anchor **Cheryl Jennings** from KGO-TV/ABC7; KRON and KCBS entertainment reporter **Jan Wahl**; San Francisco's own "gonzo" journalist **Warren Hinckle**; **Empress XXX Donna Sachet**; *San Francisco Chronicle* columnist **Leah Garchik** and Joie de Vivre Hospitality CEO **Chip Conley**.

Since the first pool toss in 1992, the annual Celebrity Pool Toss has raised more than \$2.5 million for Tenderloin Neighborhood Development Corporation's Tenderloin After-School Program and other support services. Past participants have included **Warren Hellman, Betsey Johnson, Don Johnson, Michael Tilson Thomas, Bob Weir, Robin Williams, Kristi Yamaguchi, Cindy Williams, Cheech Marin, Mayor Willie E. Brown, Mayor Gavin Newsom, Jarrod Cooper, Jack Baer, Lou Seal, Liam Mayclem, Malou Nubla, Craig Newmark, Nick Graham,** and many others.

Other confirmed entertainment for the evening will be provided by **The Fabulous Bud E. Luv Show** and **DJ Rafa**. The uber-fit lifeguards from **Gold's Gym** will be on-hand to rescue any celebrities who can't swim – or who just want to be rescued!

Tickets are \$125 each; sponsorships start at \$500. For more information on TNDC's Celebrity Pool Toss, visit www.tndc.org, call (415) 358-3944 or contact kcreps@tndc.org.

Tenderloin Neighborhood Development Corporation

Founded in 1981, TNDC's mission is to provide safe, affordable housing with support services for low-income people in the Tenderloin community and be a leader in making the neighborhood a better place to live. TNDC now owns and manages 25 buildings that provide homes for 2,500 extremely low-income seniors, families, people with disabilities, low-income wage earners, immigrants and others in the Tenderloin and nearby neighborhoods. In addition, TNDC provides on-site supportive services and resources such as social workers and an after-school program to help residents stabilize their lives and develop a sense of community.

CALENDAR EDITORS, PLEASE NOTE:

WHAT: 17TH Annual TNDC Celebrity Pool Toss

WHEN: Monday, October 5, 6 - 10 p.m.

WHERE: Poolside at the Phoenix Hotel and Bambuddha Lounge, 601 Eddy Street (at Larkin), San Francisco

TICKETS: \$125 each; Sponsorships start at \$500. Contact kcreps@tndc.org or call (415) 358-3944

EVENT INFORMATION:

Confirmed event MC's include – **Brian Jennings**, tight end for the San Francisco 49ers; actor, writer and producer **Cindy Williams**; news anchor **Cheryl Jennings** from KGO-TV/ABC7; entertainment reporter **Jan Wahl** from KRON and KCBS; *San Francisco Chronicle* columnist **Leah Garchik**; San Francisco's own "gonzo" journalist **Warren Hinckle**; **Empress XXX Donna Sachet**; and **Chip Conley**, CEO, Joie de Vivre Hospitality

Confirmed tosses include –**John Goldman**, President, San Francisco Symphony; **Patricia Breslin**, Executive Director, Hotel Council of San Francisco; **Steven Vettel**, Partner Farella Braun & Martel; **David Landis**, President, Landis Communications, Inc; **Linda Corso**, Vice President, ADCO; and **Gwyneth J. Borden**, member of the San Francisco Planning Commission.

Entertainment – **Vicki Noon**, who plays one of the witches from *Wicked*; Cast members from *South Pacific*; **The Fabulous Bud E. Luv Show** and **DJ Rafa**. The super-fit lifeguards from **Gold's Gym** will be on-hand to rescue any celebrities who can't swim.

TICKETS: \$125 each; available by calling TNDC at (415) 358-3944; sponsorships available beginning at \$500.

FOR MORE INFO:

For more information, please call TNDC at (415) 358-3944; visit TNDC's website at www.tndc.org or e-mail kcreps@tndc.org.

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