

FOR IMMEDIATE RELEASE

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**Tenderloin Neighborhood Development Corporation Celebrates
20 Years of Belly Flopping Bigwigs at the
20th Annual TNDC Celebrity Pool Toss on Wednesday, October 10**

SAN FRANCISCO, CA – Tenderloin Neighborhood Development Corporation celebrates 20 years of wet and wild madness at this year's TNDC Celebrity Pool Toss, poolside in the courtyard of the Phoenix Hotel/Chambers Eat + Drink on October 10, 2012. Over the past 20 years, the annual TNDC Celebrity Pool Toss has raised over \$3.5 million for **Tenderloin Neighborhood Development Corporation's (TNDC)** youth and family programs like the Tenderloin After-School Program that serve more than 3,000 of the lowest-income individuals in San Francisco's Tenderloin and nearby neighborhoods.

The lengthy list of luminaries that have participated in past Pool Tosses includes **Robin Williams, MC Hammer, Don Johnson, Cheech Marin, Warren Hellman, Betsey Johnson, Bob Weir, Kristi Yamaguchi, Jonny Moseley, Willie E. Brown, Gavin Newsom, Lou Seal,** and so many more.

This year's TNDC Celebrity Pool Toss will be co-hosted by actor/writer best known as Ms. Yvonne of "Pee-wee's Playhouse," **Lynne Marie Stewart,** and TV host/actor/comedian **Suzanne Whang** and co-chaired by **Laura King Pfaff** and **Jim Losi.** Celebrity emcees will introduce the celebrated tossees while partygoers bid on the opportunity to toss their favorite celebs into the pool of the **Phoenix Hotel/Chambers Eat + Drink.**

Confirmed tessees include **David Baker**, FAIA, Dbarchitect; **John Belluomini**, CEO, Center for the Greater Good; **John L. Martin**, Airport Director, San Francisco International Airport; **John Stewart**, Chairman and **Jack Gardner**, President and CEO, The John Stewart Company; **Todd Traina**, Film Producer and Founder, Red Rover Films; **Michael R. Walker**, Market President, Northern California, Commercial Banking Group, U. S. Bank; **John Mark Rogers**, Founder, Veritas Growth Companies; **Joanna Rees**, Former Mayoral candidate, investor and professor. A full list of celebrity tosses will be announced soon.

Confirmed celebrity emcees include, **MC Hammer**, Music Producer and Performer; **Cheryl Jennings**, anchor, KGO-TV/ABC7; **Empress XXX Donna Sachet**, Performer/*Bay Area Reporter* Columnist; **Liam Mayclem**, Host, **Eye on the Bay** and **KCBS Foodie Chap**; and **Tori Ritchie**, Cookbook Author and Blogger at TuesdayRecipe.com. Additional emcees to be named soon.

The evening festivities will include hosted bar and tasty tidbits from some of the Bay Area's favorite restaurants, entertainment by **The Fabulous Bud E. Luv Show**, **DJ Rafa** and a performance by **San Francisco Tsunami Synchro**. **Bonham's** auctioneer **Wes Sparling** will lead the high-energy live auction while the buff and brawny lifeguards from **Gold's Gym** will be on alert to rescue any celebrities who can't swim.

TNDC is proud to have **Paul Jon Boscacci**, the creator of [Fort Knox](#) as this year's celebrity cartoonist. Paul has donated his time and talent to develop this year's TNDC Celebrity Pool Toss logo, and has created a special Fort Knox strip about the event. Fort Knox, the nationally-syndicated comic strip written and drawn by Boscacci, centers on the life of the Knox family who has moved to fictional Fort Lincoln, where they must adjust to a new base, a new town and a new school. The strip was picked up for syndication by the Washington Post Writers Group in October 2009. The strip's art has been used by the USO and has been featured on the US Army website as well.

TNDC Celebrity Pool Toss tickets are \$125 each; sponsorships start at \$500. For more information on TNDC's Celebrity Pool Toss, visit www.tndc.org/PoolToss; call (415) 358-3906 or contact lilinker@tndc.org.

Tenderloin Neighborhood Development Corporation (TNDC)

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 owns and manages 30 buildings that provide homes for over 3,000 extremely low-income seniors, families, people with disabilities, emancipated youth from the foster care system, and formerly homeless individuals recovering from substance abuse or mental illness. In addition, TNDC provides support services to help residents stabilize their lives and develop a sense of community, including a team of 25 on-site social workers, the free TNDC Tenderloin After-School Program for neighborhood children, and a Community Organizing program to encourage residents to get involved in making positive change in the Tenderloin. More information about TNDC and its programs can be found at www.tndc.org.

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CALENDAR EDITORS, PLEASE NOTE:

WHAT:

20TH Annual TNDC Celebrity Pool Toss

WHEN:

Wednesday, October 10 from 6pm – 10:00pm

WHERE:

Poolside at the Phoenix Hotel, 601 Eddy Street (at Larkin), San Francisco

TICKETS:

\$125 each; available by calling TNDC at (415) 358-3906; sponsorships available beginning at \$500.

EVENT INFORMATION:

Confirmed Tossees:

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John Belluomini, CEO, Center for the Greater Good

John L. Martin, Airport Director, San Francisco International Airport

John Stewart, Chairman, The John Stewart Company

Jack Gardner, President and CEO, The John Stewart Company

John Mark Rogers, Founder, Veritas Growth Companies

Joanna Rees, Former Mayoral candidate, investor and professor

Todd Traina, Film Producer and Founder, Red Rover Films

Michael R. Walker, Market President, Northern California, Commercial Banking Group, U. S. Bank

A full list of celebrity tosses will be announced soon.

Confirmed Emcees:

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Cheryl Jennings, anchor, KGO-TV/ABC7

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Liam Mayclem, Host, **Eye on the Bay** and **KCBS Foodie Chap**

Tori Ritchie, Cookbook Author and Blogger at TuesdayRecipe.com

Plus more emcees to be named soon.

Entertainment:

The Fabulous Bud E. Luv Show

San Francisco Tsunami Synchro

DJ Rafa

Bonham's auctioneer **Wes Sparling**

Food and Beverage sponsors:

Poolside Cuisine Buffet Stations provided by Bay Area Restaurants and Food

Purveyors: Americano Restaurant & Bar, Annabelle Candy Company, Chambers

Eat + Drink, Ciao Bella Gelato, Destino, Dolls Kitchen, Gott's Roadside, Kind Healthy Snacks, Millenium Restaurant, Montibella Sausage Company

Hosted Bar Service: Our 2012 celebrity signature cocktail "**The Late Checkout**" sponsored by Blue Angel Vodka, named after Top 2011 Tossee CEO, Geolo Capital John Pritzker.

FOR MORE INFO: visit TNDC's website at www.tndc.org/PoolToss, call (415) 358-3906 or contact llinker@tndc.org.

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