

FOR IMMEDIATE RELEASE – July 14, 2017 Rev. July 31, 2017

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

For press materials and hi-res color press photos, visit:

<http://www.press-push.com/HELP23>

Facebook: <https://www.facebook.com/events/1326709557449933/>

Trailer: https://www.youtube.com/watch?v=4rMa_uWJ-9w&t=8s

The Richmond / Ermet Aid Foundation presents...

HELP IS ON THE WAY 23 – Puttin' On The Glitz

Celebrating Music, Legends & Icons

**23rd Annual Gala - Northern CA's Largest Annual, Star-studded Concert & Gala
- A Benefit for Meals on Wheels of San Francisco, & Positive Resource Center**

SUN., AUG. 20, 2017 - 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 (*music b DJ's GoBANG!*)

Including (scheduled to appear)... LEVI KRESS, TRENT HARMON, JESSICA SANCHEZ, MAUREEN McGOVERN, DAVID BURNHAM, LISA VROMAN, CAROLE COOK, GARRETT CLAYTON, MADDIE BAILLIO, PAULA WEST, JASON BROCK, LISA VIGGIANO, and EILEEN & LEAH BOURGADE.



"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 \$350
- Show & After Party \$175
- Performance Only Tickets \$65 (Dress Circle & Balcony)

Performance Only Tickets available from 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 2017 star-studded Cast for this year's gala feature stars from Broadway, Film, TV and the music industry, including (*in alphabetical order...*):

MADDIE BARRILLIO	TV star (<i>Hairspray Live</i>)
EILEEN & LEAH BOURGADE	Concert Violinists
DAVID BURNHAM	Broadway (<i>Wicked, Light in the Piazza</i>) star
JASON BROCK	<i>X-Factor</i> / Cabaret star
GARRETT CLAYTON	TV (<i>Hairspray Live</i>) star
CAROLE COOK	Broadway/TV star
TRENT HARMON	2016 <i>American Idol</i> winner
LEVI KREIS	Tony Award-winner (<i>Million Dollar Quartet</i>)
JESSICA SANCHEZ	2012 <i>American Idol</i> 1 st runner up
MAUREEN McGOVERN	Grammy Award winning, Broadway (<i>Little Women</i>) star
LISA VIGGIANO	Broadway World Cabaret Vocalist Award-winner
LISA VROMAN	Broadway (<i>Phantom of the Opera/ Les Miz</i>) star
PAULA WEST	Jazz/Cabaret star
SALSAMANIA	World champion salsa dance company
SOMETHING ROTTEN	Broadway touring cast members

Directed by: David Galligan
Musical Director: Michael Orland (*American Idol*)
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 well over \$3 million dollars for AIDS services and, beginning in 2015 also began to support hunger programs and programs for homeless and underserved 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, CBS News Anchor Jessica Aguirre

GALA CO-CHAIRS

Sophie Azouaou, Eileen Blum-Bourgade, Sonya Molodetskaya, Gary Snow

CALENDAR EDITORS PLEASE NOTE:

WHAT: *The Richmond / Ermet Aid Foundation presents...*
HELP IS ON THE WAY 23 – Puttin' On The Glitz
Celebrating Music, Legends & Icons

23rd Annual Gala - Northern California's Largest Annual, Star-studded Concert & Gala
- A Benefit for: Meals on Wheels of San Francisco, & Positive Resource Center

WHEN: **SUN., AUG. 20, 2017**

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

WHO: *Including (scheduled to appear as of 6-5-17)...*
LEVI KRESS, TRENT HARMON, JESSICA SANCHEZ, MAUREEN McGOVERN,
DAVID BURNHAM, CAROLE COOK, LISA VROMAN, GARRETT CLAYTON,
MADDIE BARILLIO, PAULA WEST, JASON BROCK, LISA VIGGIANO,
EILEEN & LEAH BOURGADE, SALASMANIA *and cast members from*
SOMETHING ROTTEN.

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 (*music by GoBANG*)

TICKETS:

For VIP & Underwriter Tickets <https://www.reef-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

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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 4:00 pm and concludes at the end of intermission.

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