

NEWS RELEASE

FOR IMMEDIATE RELEASE
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Skid Row's First - Ever Version of "The White House Easter Egg Roll" & Festival of Life
with Los Angeles Mayor Antonio Villaraigosa

Hundreds of Homeless & Impoverished Children celebrate an early Easter at the Fred Jordan Mission

Los Angeles - The slums of Skid Row will be cleaned up and transformed into a beautiful park on a Spring day, full of green grass and large, real, live trees, bunnies, rocks and real EASTER EGGS for Skid Row's first-ever version of White House Easter Egg Roll. Hundreds of precious little children will laugh and play and roll Easter Eggs in front of the Fred Jordan Mission, 445 Towne Avenue, on the corner of 5th and Towne on **Saturday, April 11, 2009 from 10:30 am - 2:00pm.**

Hundreds of poor children from Skid Row will celebrate Easter early and play at a giant, colorful carnival with a live petting zoo, mobile rock climbing wall, face painting, cotton candy, popcorn and snow cones. The ugly streets of Skid Row will be transformed into a park-like festival with colorful balloons, streamers and banners. The greatest Easter bunny of them all - Bugs Bunny - and his special friend Daffy Duck, will pay a special visit to the children, courtesy of Six Flags Magic Mountain.

Mayor Anotonio Villaraigosa, along with hundreds of volunteers and Mission staff will serve a delicious homemade Easter Buffet complete with homemade BBQ ribs, BBQ chicken and BBQ beans, potato salad and rolls, direct from Fresh & Easy Neighborhood Markets provided by The Bergman Companies, a national design/build firm headquartered in Chino, Ca.

Fred Jordan Mission's 65th Annual Easter Festival of Life Celebration is bigger and better than ever before, as the Mission makes every effort to feed and care for the rising number of hungry families and children who have been hit the hardest in the current financial recession. Easter is a time of resurrection, and hope, and no one needs new life and new hope more than these struggling families and children. The global recession has caused an alarming increase in the numbers of homeless families, nationwide. Working, "middle-class," everyday people have lost their jobs, fallen behind on their house payments and lost their homes, thus becoming the "new middle-class poor" who come to the Mission for food for their children, desperate for help. To assist these economic victims, the Mission has launched a "Boxes of Hope" campaign and is collecting thousands of boxes full of food for impoverished children and their families. Food or money is desperately needed right now to purchase food. Anyone who wants to help can call 1(800)964-FOOD or go to www.fjm.org.

A traditional Easter service will feature inspirational music, followed by a message of Resurrection life and hope from Willie Jordan (President of Fred Jordan Missions).

Fred Jordan Mission's Easter Festival of Life will conclude with each child being given a beautiful, hand made Easter basket bulging with toys, candy, books, shoes and school supplies - as well as new shoes for the younger children. Each family will be given a "Box of Hope" filled with enough food to feed a family of 4 for 4 days, and new, warm blankets.