

El Proyecto del Barrio

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ESPERANZA

Supervisor Zev Yaroslavsky and Keyes Automotive Group Spark El Proyecto del Barrio's Two Highly Successful Navidad Events

El Proyecto del Barrio provided a special holiday experience for more than 3,500 members of needy families, including a holiday meal and toys for children, at the nonprofit organization's two Navidad En El Barrio events on December 15.

The community events were held at El Proyecto's S. Mark Taper Center for a Healthy Community in Winnetka and the Calvary Lutheran Church in Arleta, where Los Angeles County Third District Supervisor Zev Yaroslavsky joined the celebration.

"This is a magnificent event for the community, and I salute El Proyecto del Barrio for all its efforts to strengthen our community," the Supervisor said.

"We wish to give thanks to Supervisor Yaroslavsky, not just for his attendance at the Navidad celebration, but for his many years of supporting El Proyecto del Barrio's work in the community. He has always been a champion for our community, and we are very appreciative of all his efforts."

El Proyecto del Barrio's Navidad events were presented by Keyes Automotive Group, which in addition to being the title sponsor of the events, also donated thousands of toys. In addition, more than 40 Keyes employees also served as volunteers at the events.

"From the bottom of our hearts, we thank Keyes Automotive Group and

its employees for bringing their special spirit to our Navidad celebration," said Ms. Sánchez. "We are very thankful for their incredible support, and we thank each Keyes team member for helping make this year's Navidad the best ever."

Other major sponsors included Access Dental, Care 1st, Kaiser Permanente, Laurel Pharmacy, MedPoint Management, Molina Healthcare, Northridge Medical Group, Gala Repro Graphics, L.A. Care Health Plan, Councilmember Richard Alarcón and Councilmember Dennis Zine.

El Proyecto del Barrio has for more than three decades has been one of Los Angeles County's

leading agencies providing comprehensive community health and human services to Latino and other economically disadvantaged populations.

The El Proyecto team worked throughout the year to make this the largest and most meaningful since El Proyecto began hosting Navidad events in 1991.

Navidad En El Barrio, which was founded in 1972 to make Christmas a little brighter for needy families in Los Angeles, has distributed food and holiday toys to tens of thousands of families in need throughout the nation.

"Now we are ready to get started on making our 2008 Navidad En El Barrio events even more successful," Ms. Sánchez said.



El Proyecto del Barrio's 2007 Navidad En El Barrio Photo Gallery

