FOR IMMEDIATE RELEASE
April 5th, 2018

HOPE AND HELP HOSTS BRAND NEW “GALA”
SATURDAY, SEPT. 8TH AT ROSEN CENTRE HOTEL

ORLANDO, FL, April 5th, 2018 – Hope and Help Center of Central Florida, Inc. (Hope & Help) presents its Annual Gala (The Gala), a themed fundraiser to be held at the Rosen Centre Hotel, 9840 International Drive, Orlando, FL 32819 on Saturday, September 8th at 7:30 p.m. The Gala is Hope & Help’s signature fundraiser that raises financial support to prevent new HIV/STD infections and offer affordable medical care services in the Central Florida region from Orlando to Tampa/St. Petersburg.

The Gala advances Hope & Help’s previous signature fundraiser, “Headdress Ball.” Hope & Help changed the name and programming of its signature fundraiser to better connect with the current philanthropic community, develop new supporters, and grow as an organization with the public’s increased demand for quality health and wellness services. The name change comes during Hope & Help’s 30th Anniversary year.

Executive Director Lisa Barr states, “Hope & Help has evolved dramatically over the past year and it only makes sense that our community events and activities reflect that growth. While the headdress as an art form is incredible and served us well for 28 years, the concept isn’t sustainable. We strongly believe that we will send a more positive, effective message about HIV/STD prevention and medical care without the limitations associated with the headdress.” “Ultimately,” she adds, “We now have more creative freedom to entertain and educate our fundraiser guests and will attract support from people who are interested in our new direction as well as those who have been part of our support for the last 30 years.”

This year’s theme is “Mystic Island,” set in a remote, undiscovered part of the world and is co-produced by Hope & Help, award-winning event producer, Eddie Diaz, of Encore Creations, Inc., and Rosie Miller of RM Creative Consulting. The Gala will feature a variety of live entertainment and dance performances. It will have a combination of open seating and traditional dinner tables for sponsors and VIP guests. Guests are encouraged to be part of the experience and wear their own island-themed outfit.

Other major highlights of The Gala are the Chuck Hummer and Hope & Help Awards and the Faces of HIV. The awards recognize individuals and companies who have made unique impacts on Hope & Help’s ability to fulfill its mission. The Faces of HIV is a short, yet powerful part of The Gala that gives a platform to HIV-positive people to share their individual stories of how they went from an initial HIV diagnosis to becoming an advocate at Hope & Help for HIV awareness and prevention.
Orlando has the 6th highest HIV transmission rate in the nation and the State of Florida is ranked 1st in new HIV and AIDS cases. Hope & Help plans to use the funds raised to prevent new HIV/STD-infections through its free HIV screenings, affordable STD testing and treatment, health education, and care programs for people living with chronic STDs.

Sponsorships and tickets go on sale April 5th, 2018. Sponsorships range from $2,500 for a table of ten to $60,000 for the presenting sponsor. General Admission tickets are $250 and VIP Admission tickets are $500. VIP sponsors and ticket holders will receive exclusive access to the VIP Cocktail Reception, a complimentary gift bag, and reserved seating. For tickets, sponsorships, and more information, visit: www.hopeandhelp.org/gala or call 407-645-2577, Extension 110.

ABOUT HOPE & HELP
Hope & Help has served the region’s health and wellness needs for 30 years, focusing on lowering HIV/STD rates, health education, and affordable medical care services. As a 501(c)(3) tax-exempt organization, Hope & Help operates thanks to the financial support of grants, sponsorships, and donations from the Central Florida community.

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