



**\*\*\*MEDIA ALERT\*\*\***

**UNCF HOSTS FIFTH ANNUAL LOS ANGELES  
MAYOR'S MASKED BALL MARCH 11**

*More than 500 expected to attend fundraising event hosted by Mayor Eric Garcetti*

**WHO:** Los Angeles Mayor Eric Garcetti, Carl Ballton (retired president of Union Bank Foundation), Helen Easterling Williams, Ed.D. (dean of the Pepperdine University Graduate School of Education and Psychology), Chris Schauble (KTLA 5 News co-anchor), event chair Faye McClure (AIG), event co-chair Kevin T. McDowell (AEG), Sylvia Castillo (MUFG Union Bank, N.A.), George Gibbs (UPS), Arnold Hackett (Xerox), Helen Tomita (AIG), Patricia H. Miller (Southern California Edison), Dr. Pamela S. Wiley (LA Speech and Language Therapy Center, Inc.) and Chanté Moore (award-winning music artist).

**WHAT AND WHY:** More than 500 business, civic and education leaders from across California are expected to attend the UNCF Los Angeles Mayor's Masked Ball on March 11. The event, hosted by Mayor Garcetti and the UNCF Los Angeles Leadership Council, will help provide scholarship funds for area students.

"College affordability is one of the defining issues of our time, and we must put higher education within reach for everyone who wants to pursue it," Garcetti said. "Historically black colleges and universities have helped countless people chase their dreams. I am honored to host the Mayor's Masked Ball—and thrilled to support UNCF and its donors in their mission to help students get to and through college."

Ballton and Williams will be recognized with the UNCF Masked Award in Los Angeles for their dedication and support of UNCF's work.

Schauble will be master of ceremonies at the ball, which begins at 6 p.m. at the J.W. Marriott and features a live auction, elegant dining and dancing. Moore, an award-winning R&B artist will headline the event.

**WHEN:** Friday, March 11, 2016  
VIP Reception at 6 p.m.  
Red Carpet at 7 p.m.  
*\*Red Carpet check-in 6:30 p.m.*

**WHERE:** JW Marriott at LA Live  
900 W Olympic Blvd.  
Los Angeles, CA 90015

For More Information: [www.uncf.org](http://www.uncf.org)

**For Media Credentialing Please RSVP to:**

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