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**PASADENA COMMUNITY FOUNDATION HOSTS VIRTUAL EVENT
TO HONOR LOCAL GRANTEE “HEROES”**

PASADENA, CA – October 14, 2020 – This year, Pasadena Community Foundation’s annual breakfast to honor local non-profits providing vital services in the Pasadena area has been re-imagined to comply with current health safety protocols. Instead of an in-person gathering, the foundation will be hosting a live virtual event — a “Heroes Happy Hour” to pay tribute to grantees representing the dedicated organizations PCF supports.

PCF’s “Heroes Happy Hour,” which will begin at 4:30 PM on Thursday, October 29, will showcase inspirational video clips highlighting the work PCF grantees are doing in four critical areas of need — food security, education, health and homelessness.

According to Jennifer DeVoll, Pasadena Community Foundation CEO and president, “PCF’s grantees are the everyday heroes whose work is so vital to the overall health and welfare of our Pasadena community. With three months still to go in the calendar year, we are proud to have been able to award 234 grants to 120 different local organizations for a total of more than \$2 million.”

The online event will feature live remarks from Foundation staff and Board members, and special taped guest appearances, including Pasadena Mayor Terry Tornek. Gift certificates in support of local restaurants will be raffled off. Lance Davis, Producing Artistic Director of Parson’s Nose Theater, a popular non-profit dedicated to introducing classical theater to audiences of all ages, will serve as Emcee. The event is free and open to all but registration is required.

For more information on, or to register for, PCF’s “Heroes Happy Hour,” [click here](#) or visit pasadenacf.org.

About the Pasadena Community Foundation

Founded in 1953, Pasadena Community Foundation (PCF) is a tax-exempt public charity created by and for the people of Pasadena. Managing more than \$100 million in charitable assets, PCF works with individuals, families, and organizations to establish philanthropic funds, create and build endowment funds, and distribute charitable gifts to nonprofit organizations.

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