



PRESS RELEASE

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LAEF Announces 3rd Annual King & Queen of Hearts Campaign

(Los Alamitos, CA) – The Los Alamitos Education Foundation (LAEF) is proud to announce the third annual King & Queen of Hearts Campaign and Coronation Gala! LAEF is honored to be one of the strongest resources for our district and to continue fundraising efforts through this signature event. The theme of “King & Queen of Hearts” is a connection to the popular “I Heart Los Al” district campaign.

Thoughtfully designed in 2013 by the LAEF Board of Directors, with input from the school district staff and schools, this annual event will once again be the highlight of LAEF’s fundraising year. With candidates from throughout the district, four men and four women will vie for the title of King and Queen from December 10, 2015 through Friday, February 19, 2016.

The 2014-15 campaign raised over \$100,000 and crowned Tina Heeren (Counselor at Los Al High School) as Queen of Hearts and Tom Lent (Southland Credit Union) as King of Hearts. Proceeds will continue to support STEAM project preparation classes, STEAM fairs on all campuses and a district-wide STEAM showcase. STEAM stands for science, technology, engineering, the arts and math.

Last year’s participants and LAEF board members are currently nominating new members of the Royal Court and will serve as mentors in the fundraising process. The Royal Court Debut event on December 10 at Hennessey’s will bring all the candidates together to kick off the fundraising season, which will last ten weeks.

The Grand will again host the Coronation Gala on February 19 with flair and royal spirit. The man and woman who raise the most for LAEF will be crowned as King and Queen on the night of the gala. Please mark your calendars for February 19 and support your favorite member of the Royal Court by donating to LAEF in their name!

LAEF is the non-profit partner of Los Alamitos Unified School District. LAEF provides after-school and summer enrichment programs to enhance educational excellence in our community. For additional information on LAEF, please call (562) 799-4700 ext. 80424 or visit www.LAEF4Kids.org.

Pictured in photograph: Tom Lent and Tina Heeren, LAEF’s 2014-15 King and Queen of Hearts

