



PRESS RELEASE

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LAEF Announces 5th Annual King & Queen of Hearts Campaign

(Los Alamitos, CA) – The Los Alamitos Education Foundation (LAEF) is proud to announce the fifth 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, three men and three women will vie for the title of King and Queen from December 14, 2017 through Saturday, February 24, 2018.

The 2016-17 campaign raised over \$170,000 and crowned Kerrie DaVanon (Happy Hour Fit Club) as Queen of Hearts and Brian Leibl (LAHS parent) as King of Hearts. This brings the total to over \$400,000! Proceeds will continue to support STEAM project preparation classes, STEAM fairs on all campuses and a district-wide STEAM showcase, as well as elementary school Media Center Teachers and innovative STEAM opportunities at secondary schools. STEAM stands for science, technology, engineering, the arts and math.

Past year’s participants and LAEF’s Board of Directors have nominated new members of the Royal Court and will serve as mentors in the fundraising process. The Royal Court Debut event on December 14 at The Original Fish Company 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 24 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 24 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 enhances educational excellence by providing after-school and summer enrichment programs to children in grades Pre-K to 12. LAEF impacts all students by providing significant funding for STEAM teachers and instruction, as well as igniting new programs and providing valuable resources. For more information, visit www.LAEF4kids.org or call (562) 799-4700 Extension 80424 today!

Pictured in photograph:
Kerrie DaVanon and Brian Leibl, LAEF's 2016-17 King and Queen of Hearts

