



PRESS RELEASE

For Immediate Release, November 2018

Contact: Carrie Logue, Executive Director - (562) 234-9823

LAEF Announces 6th Annual King & Queen of Hearts Campaign

(Los Alamitos, CA) – The Los Alamitos Education Foundation (LAEF) is proud to announce the sixth annual King & Queen of Hearts Campaign and Coronation Gala! LAEF is honored to be one of the strongest resources for the Los Alamitos Unified School District and to continue fundraising efforts with 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. This year, the campaign will feature four couples from the community vying for the title of King and Queen from Thursday, December 6, 2018 through Friday, February 8, 2019.

The 2017-18 campaign raised over \$200,000 and crowned Wendee Close (Mortgage Loan Specialist at CLS Financial, district alumna, and district parent) as Queen of Hearts and Geoffrey King (King Financial Group – Wells Fargo Advisors, Rossmoor resident and LAHS parent) as King of Hearts. This brings the total to over \$630,000! 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 the couples of the Royal Court and will serve as mentors in the fundraising process. The Royal Court Debut event takes place on December 6 at Mama’s Comfort Food and Cocktails in Los Alamitos. The Debut will bring together all the candidates to kick off the fundraising season, which will last nine weeks.

The Grand Events Center in Long Beach will again host the Coronation Gala on February 8 with flair and royal spirit. The couple who raises the most for LAEF will be crowned as King and Queen on the night of the gala. Please mark your calendars for Friday, February 8, 2019 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:
Wendee Close and Geoffrey King, LAEF's 2017-18 King and Queen of Hearts

