

LOS ANGELES

CONFIDENTIAL



Mary-Lou Park

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PRIMETIME TV BREAK
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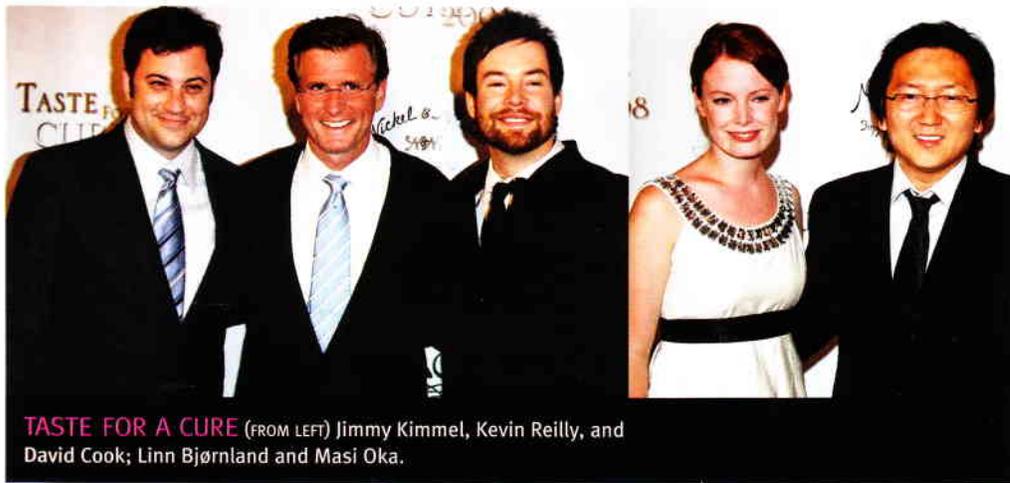
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TASTE FOR A CURE (FROM LEFT) Jimmy Kimmel, Kevin Reilly, and David Cook; Linn Bjørnland and Masi Oka.

EVENT: Taste for a Cure Event Benefiting the Jonsson Cancer Center Foundation at UCLA
DATE: June 21, 2008

MAKING A DIFFERENCE: The Jonsson Cancer Center Foundation (JCCF) at UCLA hosted its 13th annual signature fundraiser, Taste for a Cure, at the Beverly Wilshire Hotel. Guests enjoyed a food and wine tasting followed by a sit-down dinner and awards show. Kevin Reilly, president of entertainment at FOX Broadcasting Company, received the Gil Nickel Humanitarian Award. Jimmy Kimmel hosted the happening

and 2008 *American Idol* winner David Cook performed for the crowd of 500. The event raised more than \$745,000.

CAUSE: Founded in 1945, the JCCF is the single most important vehicle for raising private funds for cancer research at UCLA. It supports a number of high-priority cancer-research efforts, focused on converting laboratory discoveries into more effective therapies for cancer patients.
411: Visit cancer.ucla.edu.



Reese Witherspoon and singer Jackson Guthy.

Kidstock Music and Art Festival

June 1, 2008, was a fun- and tune-filled afternoon in Beverly Hills as top celebrities and their kids descended upon the legendary Greystone Mansion for the second annual Kidstock Music and Art Festival. Sponsored by Lucky Brand Jeans, the event featured rousing performances by breakout singer-songwriter Jackson Guthy, Kids in the Mix, and Split Authority. Attended by Reese Witherspoon, Spencer Pratt, Jason Bateman, and Cheryl Hines, the happening supported One Voice, a nonprofit that helps families overcome obstacles faced at the poverty level.
Visit onevoice-la.org.—ALAN MCCUNE

EVENT: Crossing Borders Youth to Youth Event
DATE: June 28, 2008

MAKING A DIFFERENCE: Crossing Borders hosted its first Youth to Youth event at a private home in Pacific Palisades. In attendance were agents from the William Morris Agency, among them Thor Bradwell and Michelle Kleinert, who listened as kids shared their ideas and visions on eradicating global poverty.

CAUSE: Crossing Borders is a nonprofit dedicated to activism for the youth of the world. Its mission is to inspire a generation of young leaders to see themselves as part of a global family and create a movement that utilizes the media, entertainment, and technology to help put an end to extreme global poverty by 2025.

411: Visit crossingbordersinfo.com.

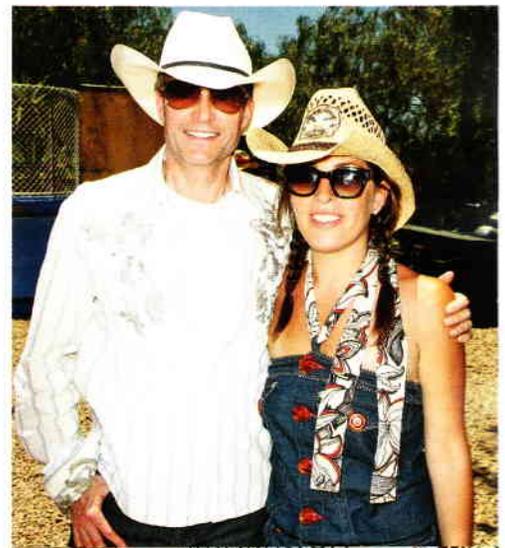
EVENT: The Bony Pony Ranch BBQ and Western Roundup Benefiting Dr. Frank Ryan's Bony Pony Ranch Foundation

DATE: June 22, 2008

MAKING A DIFFERENCE: The event raised money for the foundation's ranch getaway for underprivileged urban kids, providing them with horseback riding, campfires, and other life-affirming activities. Heidi Montag and Spencer Pratt, Molly Ringwald, Cheryl Hines, and Tichina Arnold, showed up to show their support.

CAUSE: Dr. Frank Ryan's Bony Pony Ranch Foundation is a nonprofit founded by Dr. Ryan to help underprivileged and at-risk youth rise above their life circumstances and excel. The Foundation has created an atmosphere in which young people can maximize their talents and achieve new goals in life through exposure to new role models and mentors.

411: Visit bonyponyranch.com



BONY PONY (FROM TOP) Dr. Frank Ryan and Jessica Meisel; Cheryl Hines and daughter Catherine Rose; a gang of Oompa Loompas; Lauren Storm.

