



FOR IMMEDIATE RELEASE

Mama's Kitchen Hosts Mama's Day 2010 featuring 70 Top Restaurants and Entertainment; Friday, May 7

*San Diego's most popular social event raises funds for local non-profit;
tickets and sponsorship opportunities are now available at www.mamaskitchen.org*

SAN DIEGO (January 21, 2010) – Mama's Kitchen, celebrating its 20th Anniversary this year, hosts its 19th annual, can't-be-missed Mama's Day on Friday, May 7 from 6:30-9:30 p.m. at the Hyatt Regency La Jolla Aventura. Mama's Day 2010 is a major source of funding for Mama's Kitchen, the only organization that prepares and delivers three meals a day, seven days a week at no cost to San Diego County residents affected by critical illnesses such as AIDS and cancer.

The poolside extravaganza is one of San Diego's most popular social and culinary events all year, featuring approximately 70 of San Diego's top restaurants and chefs, two premium wine vaults, entertainment and a silent auction. Additional highlights include a VIP reception from 5:30-6:30 p.m., a complimentary cocktail bar, opportunity drawings for Once-in-a-Lifetime prizes, and more than 600 of San Diego's most beautiful and philanthropic gastronomes.

Emceeding Mama's Day 2010 is former NBC 7/39 anchor and current President/CEO of Vic Salazar Communications Vic Salazar. A special appearance will be made by local celebrity chef Sam Zien, a.k.a. Sam the Cooking Guy.

Pre-sale tickets are \$125, tickets sold at the door are \$150 and Premium VIP tickets are available for \$250 per person. Tickets are limited. Sponsorship opportunities are also available ranging from \$1,000 - \$25,000. To purchase tickets and for more information on sponsorship levels, please visit www.mamaskitchen.org or call Maurya Siedler at 619-233-6262.

About Mama's Kitchen

Mama's Kitchen was founded in 1990 when volunteers from the AIDS Assistance Fund, a food bank for people with AIDS, discovered that many of their clients were becoming too ill to take care of themselves. They realized that a reliable home meal delivery service was needed to ensure that these individuals would continue to receive nutritious food. In 2006, the organization expanded its service to San Diegans affected by either AIDS or cancer. Today, Mama's Kitchen provides three meals a day each day of the year to more than 370 men, women, and children in San Diego County. For more information, visit www.mamaskitchen.org.

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