

# LAS PATRONAS

Partnering with the San Diego Community since 1946

**FOR IMMEDIATE RELEASE**

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## **71st Annual Jewel Ball, *Taking Flight* Design Revealed**

LA JOLLA, CA, April 26, 2017 - This morning Las Patronas unveiled the décor for the 71<sup>st</sup> Annual Jewel Ball, ***Taking Flight***. Las Patronas members have been hard at work designing and creating décor elements to transport 2017 Jewel Ball guests to the golden age of air travel. Much as Las Patronas infuses modern values and efficiencies with its rich traditions and history, ***Taking Flight*** combines elements of modern airport architecture with the vintage glamour and romance of first class air travel. From terminal to take-off, ***Taking Flight*** will provide guests with an experience of luxurious air travel.

Las Patronas President Leigh Plesniak welcomed the media and the Las Patronas advisory members in attendance and thanked the La Jolla Community Center for hosting the morning festivities. Dr. Plesniak announced Las Patronas has granted \$1,025,710.59 year-to-date to San Diego non-profits, including the recently awarded 2017 Spring Grants. Vice President Sherry Macelli named the newest beneficiaries to receive much needed funding for critical capital items:

*Boys and Girls Club of Oceanside*  
*Camp Oliver, Inc.*  
*Escondido Community Child Development Center*  
*Fresh Start Surgical Gifts, Inc.*  
*GRID Alternatives San Diego*  
*Hannah's House*  
*Info Line of San Diego County*  
*Junior League of San Diego, Inc.*  
*La Jolla YMCA*  
*Meals on Wheels Greater San Diego*  
*Noah Homes, Inc.*  
*Ocean Discovery Institute*  
*San Diego Blood Bank*  
*San Diego Center for Children*  
*San Diego Children's Discovery Museum*  
*San Diego Opera Association*  
*Sustainable Surplus Exchange*  
*The Episcopal Refugee Network of San Diego*  
*UPLIFT*  
*Urban Surf 4Kids*  
*Warrior Foundation-Freedom Station*  
*Workshops for Warriors, Inc.*

2017 Jewel Ball Chair, Jorie Fischer, along with her co-chairs, Alison Lee and Jennifer Edstrom, introduced the theme of the Ball. Co-Design Chairs Karly Cole and Shay Stephens spoke about the design of the Ball and Tables Chair Kathryn Munoz shared the fabulous table décor. The Jewel Ball was named a “Best Fête” by *Modern Luxury* magazine and continues to be one of San Diego’s most enduring social, cultural, and philanthropic traditions.

Jorie Fischer closed the event by thanking the group for their continued support of Las Patronas and, ultimately, their beneficiaries.

Las Patronas is a philanthropic organization with a long history of giving. Since its inception in 1946, Las Patronas has donated more than \$20 million to more than a thousand charitable institutions in San Diego. All funds raised by Las Patronas stay in San Diego County and are distributed to many small grass-root nonprofits as well as larger, more visible organizations. Las Patronas is a 100 percent volunteer organization that remains steadfastly noncommercial, nondiscriminatory, nonsectarian, and nonpolitical. For more information about Las Patronas and the annual Jewel Ball, please visit [www.laspatronas.org](http://www.laspatronas.org).



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**LAS PATRONAS: Partnering with the San Diego Community since 1946**

*“Las Patronas is committed to providing financial assistance to non-profit organizations in San Diego County that provide valuable community services in the areas of health, education, social services, and cultural arts, and to continuing our tradition of service to enhance the quality of life in our community.”*