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For Immediate Release

**SANTA MONICA PIER RESTORATION CORPORATION CONDUCTS
HOLIDAY FOOD DRIVE TO BENEFIT UPWARD BOUND HOUSE
*Food Drive kicks off December 6***

Santa Monica, CA. (November 31, 2010) – Santa Monica Pier Restoration Corporation will conduct a Food Drive from December 6 through December 19, 2010. Food collected will benefit the Upward Bound House in Santa Monica, CA.

Food items most needed are Grab n' go breakfast items: (i.e. oatmeal, breakfast bars, pop tarts, individualized cereal, granola, trail mix, juice boxes, apple sauce, etc.) and may be dropped off to the carousel operators at The Santa Monica Pier's Carousel Building at 200 Santa Monica Pier.

Everyone that donates a food item will receive a complimentary ride on the Pier's historic Carousel. (One free ride per person/per item).

"This food drive is our way of giving back to our wonderful community. We know that many people all over Los Angeles are in need. We want to help out and give others the chance to help out this holiday season," said Anne Railsback, Marketing Manager of the Santa Monica Pier Restoration Corporation.

Upward Bound, is a Santa Monica non-profit organization that was formed to help mitigate the affordable housing crisis on the Westside of Los Angeles County and specifically, its impact on two vulnerable populations: homeless families with minor children and very low-income seniors.

The world-famous Santa Monica Pier offers a variety of entertainment and shopping including Pacific Park amusement park; Heal The Bay Aquarium; a historic 1922 Carousel plus specialty shops/carts, eateries, an old-fashioned soda fountain, and several full-service restaurants. For more information regarding the Pier, visit www.santamonicapier.org.

For additional information regarding the Food Drive and/or Upward Bound House, visit www.upwardboundhouse.org.

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