

**aeg to host FREE community holiday party for more than**

**500 Pico-Union FAMILIES & various los angeles county**

**non-profit organizations**

**at l.a. live & los angeles convention center**

*Event to Feature Ice Skating at L.A. LIVE, A Visit from Santa, Dinner, Holiday Crafts and Games*

**WHAT:** AEG will host its annual FREE **Community Holiday Party** for more than 500 Pico-Union families and various Los Angeles County-based non-profit organizations at the **Los Angeles Convention Center** as part of ***AEG’s Season of Giving***, the company’s charitable holiday initiative. Activities will include ice skating at **LA Kings Holiday Ice at L.A. LIVE,** holiday crafts and games, live music, photos with Santa and a full dinner service.

[Click here to access media assets for the event.](https://www.aegworldwide.com/press-center/media-asset/aeg-community-holiday-party)

**WHO:** Martha Saucedo, Executive Vice President of External Affairs, AEG

* More than 500 Pico-Union Community members and Los Angeles County based nonprofit organizations to include:
	+ After-School All-Stars
	+ Al Wooten Jr. Heritage Center
	+ All Peoples Community Center
	+ Angelica Center for Arts and Music
	+ A Place Called Home
	+ Boys & Girls Clubs- LA Alliance
	+ CARECEN
	+ Central City Neighborhood Partners
	+ Challengers Boys & Girls Club
	+ Dolores Huerta Elementary School
	+ Gabriella Foundation- Everybody Dance!
	+ Heart of Los Angeles
	+ Hollenbeck Middle School
	+ HOPE Street Family Center
	+ Little Tokyo Service Center
	+ Magnolia Elementary School
	+ Salvation Army Red Shield Center
	+ Search to Involve Pilipino Americans (SIPA)
	+ South Central LAMP
	+ Tenth Street Elementary School
	+ Wellnest
	+ YMCA

**WHEN:** Tuesday, December 17, 2019

3-5 p.m. – Ice Skating at LA Kings Holiday Ice at L.A. LIVE

5-6 p.m. – Full dinner service (Convention Center, West Hall)

6-7 p.m. – Holiday Crafts, Games & Photos with Santa (Convention Center, West Hall)

*\*Photo & b-roll opportunities*

**WHERE:** Los Angeles Convention Center, West Hall – Concourse Hall

 1201 South Figueroa Street

Los Angeles, Calif. 90015

**MEDIA OPPS:**

* B-roll of more than 500 children and families enjoying holiday activities including ice skating, visits with Santa, dinner service and games and crafts
* Speakers from AEG available for interviews

**MORE INFO:**  **AEG’s Season of Giving:** AEG’s Season of Giving is the company’s annual holiday charitable initiative designed to raise funds and generate awareness for non-profit organizations that serve youth and families residing in low income households in Los Angeles County during November and December.

**Media Contact:**

Allegra Batista

(213) 259-9953

abatista@aegworldwide.com