

## **FOR IMMEDIATE RELEASE**

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## **Children's Fairyland to Host 12<sup>th</sup> Annual Fundraising Gala**

*Oakland's Venerable Fairytale Theme Park Invites Bay Area to "Never Grow Up"*

**OAKLAND, Calif. (May 16, 2007)** Celebrating its 57<sup>th</sup> year as the nation's oldest storybook theme park, Children's Fairyland will host its highest-profile event of the year – *The Never Grow Up Gala*. This year, Children's Fairyland will make history by hosting the Gala on the grounds of Fairyland's park for the first time.

Guests are invited to attend in "fairytale attire," (however they choose to interpret it!) and to enter a world of fantasy and storybook characters.

### **Event details:**

Date: June 7, 2007  
Time: 7-10 p.m.  
Location: Children's Fairyland, 699 Bellevue Avenue, Oakland, CA 94610  
Ticket Price: \$125 each. Sponsorships available. Invitation and sponsorship requests can be made to us at (510) 452-2259 x.5 or via email to [development@fairyland.org](mailto:development@fairyland.org).

At this year's Gala, Fairyland anticipates 500 attendees from all over the Bay Area at this invitation-only event. Guests will enjoy themed food, special performances and an opportunity to participate in a silent auction featuring fabulous getaways, unique experiences, and wonderful wines.

### **Media Opportunities:**

- Interview with C.J. Hirschfield, executive director, Matt Webb, board president.
- Tour of recently updated facilities and plans for new development and attractions

"We are proud to bring our community together to celebrate 57 years of serving children and their families in Oakland," said CJ Hirschfield, executive director, Children's Fairyland. "For the first time ever, we will host a night of magic in our very special park for the grown-ups who make serving our children a possibility."

### **About Children's Fairyland**

A non-profit organization, Children's Fairyland is the oldest storybook theme park in America. Since 1950, Fairyland is renowned for stimulating children's imaginations, creativity and desire to learn through multi-cultural and multi-lingual programs, including fairytales, sets, play-acting, storytelling, reading and animals. [www.fairyland.org](http://www.fairyland.org)

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