



MEDIA ALERT

March 14, 2011

Contact: Caroline Craig 415/717-8729

Join The Bay Area Women's and Children's Center to Celebrate its 30th Anniversary Year

Join Midge Wilson, founder and Executive Director of the Center as it celebrates its 30th Anniversary on March 15th at The Tenderloin Community School – one of Midge's most proud accomplishments.

WHAT: Join Midge Wilson, founder and executive director of the non-profit Center to celebrate its extraordinary successes. Through perseverance, private funding and sheer determination, Midge raised the necessary funds to have a school built for the more than 3,500 children who call the Tenderloin home. Opening its doors in 1998 the 400-student school has provided more than just an education for children. Through the support of BAWCC, the school also provides programs including parenting and literacy classes, and a free on-site Free Dental Clinic in partnership with UCSF Pediatric Dentistry Division.

Equal parts organizer and advocate, Midge has a great personal and professional story to tell. We'd like to propose Midge for an interview to celebrate The Center's 30th Anniversary year. Applaud the achievements to date and take a glimpse at the future.

The Center's other accomplishments include:

Community Development: The Tenderloin Recreation Center, Two Civic Center Playgrounds, Macaulay Park Playground, Turk & Hyde Pre-School Playground

Social: Clothes 200 women and families a month, feeds 100 women and families a week, and through the Angel Child Program provides 350 wish list gifts for children every holiday season

WHEN: Celebration March 15th from 5:30 to 8:30 pm

(Note: we are happy to arrange a private tour and interviews post celebration if you would like to spotlight The Center's work during its 30th anniversary year)

WHERE: *BAWCC 30th Anniversary Celebration*
Tenderloin Community School
627 Turk Street (at Van Ness), San Francisco

VISUALS/INTERVIEW OPPORTUNITIES:

- Interview Midge Wilson a woman of remarkable strength who for the past 30 years has transformed the lives of women, children and families in one of the city's grittiest neighborhoods, the Tenderloin.
- Tour the school, and the Center and meet the children and women who benefit from the Center's fund raising, services and dedication.

- Join over 300 guests including the Centers Board, major donors, the community and the City who will come together to celebrate the Center's achievements.
- Resources: Bay Area filmmakers Luna Productions, has created a documentary that will premiere at the 30th Anniversary event. Here is a link to an excerpt on [YouTube](#) that will help tell the story.
- For more information visit, www.bawcc.org

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