

FOR IMMEDIATE RELEASE

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The 2012 Gala at The Riverhouse Beneficiary Solicitation Announcement

September 23, 2010 – Bend, OR – The Gala at The Riverhouse, the annual fundraiser administered by The Riverhouse Hotel & Convention Center and the Central Oregon Visitors Association, announces that beginning September 24, 2010, it will accept applications for the 2012 Gala beneficiary.

Founded nineteen years ago, the Gala at The Riverhouse has helped raise over \$1.25 million for local charities. Each year, the Gala at The Riverhouse committee selects a new beneficiary to receive all proceeds from the event which includes a five course dinner, silent auction, and honored keynote speaker presentation. The Gala is a unique fundraiser in that the facility, food, beverages and services are all donated by The Riverhouse and other sponsors; thereby ensuring that 100% of the ticket sales directly benefit the selected charity.

All organizations applying to be the 2012 beneficiary should be an established, not-for-profit entity serving Central Oregon. Past beneficiaries include organizations such as KIDS Center, Family Resource Center, Boys & Girls Clubs of Central Oregon, Ronald McDonald House, Every Kid Fund, Deschutes Children's Foundation, Tower Theater, Cascade Youth and Family Center, Habitat for Humanity, Volunteers in Medicine, and Heart of Oregon Corp.

This year's event will be held on Monday, January 17th, 2011 at The Riverhouse Convention Center. The selected beneficiary for this year's event is Sparrow Clubs USA.

Applicants wishing to be selected as the 2012 Gala at The Riverhouse beneficiary must turn in their applications and all accompanying documentation by November 1, 2010. The application and full details of the responsibilities can be found at: <http://www.riverhouse.com/gala>. The 2012 Gala beneficiary is expected to be chosen in December 2010.

Specific questions should be directed to Erin Woods at marketing@riverhouse.com.

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The Riverhouse Hotel & Convention Center is Bend, Oregon's only full service hotel. It is independently owned and operated by the Purcell family. Since coming to Bend in the 1960's, The Purcell family has established a long history of giving back to the local community through fundraising support, sponsorship, donations, and funded events such as The Gala at The Riverhouse.