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## **8<sup>th</sup> Annual Precious<sup>®</sup> Cheese Italian Feast of San Gennaro LA Returns To Hollywood September 25 – 27, 2009**

**Assistant Chief Sharon Papa  
Los Angeles Police Department  
Honored at Prima Notte 2009**

**Community festival celebrates Italian culture with three days of  
music, food, wine, rides and games**

Hollywood, August XX, 2009 – The San Gennaro Foundation kicks off October's Italian Heritage Month, a celebration of everything it means to be Italian, with their annual street festival in honor of Italian culture. Back for its eighth year, the Precious<sup>®</sup> Cheese Italian Feast of San Gennaro, Los Angeles will once again take over Hawthorn Ave. (between Highland and Orange) in Hollywood.

"The Feast of San Gennaro is something my family and I look forward to every year," Jimmy Kimmel said. "I have no doubt that our eighth year will be a great one."

Inspired by the 78-year old New York City tradition, the Feast celebrates Italian culture, entertainment and cuisine, and throughout the weekend will feature great food, music, genealogy research, a Kid's Corner, bocce, bingo, carnival rides, games and more. Surprise celebrity guests will join the cooking team, as they demonstrate Italian recipes on the Precious<sup>®</sup> Cheese La Cucina Italiana Cooking Stage with special guest, Precious<sup>®</sup> Cheese's very own Chef Marco.

"We have been bringing Italian culture to the heart of Hollywood for eight years running," said Frankie Competelli, President of The San Gennaro Foundation, Los Angeles. "We are thrilled to, once again, celebrate tradition, family, and great food with the community."

The fun-filled weekend commences Thursday, September 24<sup>th</sup> with the opening night gala, "Prima Notte 2009," which raises funds for The San Gennaro Foundation's charitable programs benefiting underprivileged children, families and homeless in Los Angeles.

Continuing in their commitment to honor prominent Italian-Americans in the community, The San Gennaro Foundation will pay tribute to Sharon Papa, Assistant Chief of the Los Angeles Police Department. Hosted by event co-founder Jimmy Kimmel and Adam Carolla, Prima Notte is a star-studded fund-raising gala featuring some of the city's most prominent Italian-Americans and dignitaries joining together in support of The San Gennaro Foundation.

Sharon Papa will receive the San Gennaro Foundation "Humanitarian Award." Master of Ceremonies Mark DeCarlo will introduce special performances during "Italian American Bandstand", featuring Italian artist's music from the 50's and 60's. The evening's charity auction will feature: a "Kobe Bryant" (2009 NBA Champion & MVP) autographed Lakers Jersey, a "Terry Bradshaw" (4-Time Super Bowl Champion, NFL Hall of Fame) and "Ben Roethlisberger" (2006, 2008 Super Bowl Champion Quarterback) autographed Pittsburgh Steelers Pro-line Helmet, "Eagles" and "Aerosmith" autographed Guitars, various luxury vacation packages to Italy, London, Paris, Hawaii, Mexico, Chicago, and tickets to "Oprah Winfrey", "Blue Man Group", "Cirque de Soleil" and New York's famous "Macy's Day Parade". Local auction items include Gondolier rides and a family-style dinner hosted at the "Los Angeles Fire Department" Hollywood Firehouse.

Tickets for the opening night gala are available online at [www.feastofla.org](http://www.feastofla.org) and are \$100 each for VIP Admission, \$50 each for General Admission or \$2,000 for a reserved table for ten guests.

"Precious<sup>®</sup> Cheese is proud to be presenting sponsor again this year helping to bring authentic Italian culture, entertainment, food and fun to the Los Angeles area," said Jessica Ruth, spokesperson for Precious<sup>®</sup> Cheese. "The San Gennaro Foundation's commitment to preserving Italian-American heritage resonates with the Precious<sup>®</sup> Cheese brand and we look forward to continuing to raise funds for the organization and its programs."

The festival venue is conveniently located across the street from the Hollywood and Highland complex, directly behind the Jimmy Kimmel Live Theater at 1651 N. Highland Ave. Hosted by co-founder Jimmy Kimmel and Adam Carolla, the Feast will be held September 25-27, 2009 from 11:00 a.m. to 11:00 p.m. General admission is \$5 and kids under 12 are free. All proceeds benefit the San Gennaro Foundation, established to provide aid to children and families in need in Los Angeles.

For more information about the Precious<sup>®</sup> Cheese Italian Feast of San Gennaro, Los Angeles, please visit [www.feastofla.org](http://www.feastofla.org) or call (818) 508-0082.

#### About Precious<sup>®</sup> Cheese

Precious<sup>®</sup> is a brand of cheese brought to you by Lactalis Retail Dairy, Inc. LDRI is part of Groupe Lactalis, one of the largest dairy companies in the world. Lactalis produces a wide array of all-natural cheese products included among the leading brands of mozzarella, ricotta, fresh mozzarella, string and stick cheese sold in the United States. Our wide variety of specialty cheese is available to retail, foodservice and industrial customers. More information on Precious<sup>®</sup> cheese may be found at [www.preciouscheese.com](http://www.preciouscheese.com).

## About The San Gennaro Foundation

The San Gennaro Foundation is a 501(3)c non-profit created by celebrity Jimmy Kimmel and producer Douglas DeLuca, along with some of Los Angeles' most prominent Italian-American citizens, to benefit underprivileged children and homeless in Los Angeles, as well as to provide entertainment and cultural enrichment to the community through its non-profit, cultural outreach program.

The Foundation's mission is to uphold the principles established by St. Gennaro, patron saint of Naples who worked tirelessly to help people in need. In addition to fundraising, the group seeks to perpetuate cultural identity and solidarity within the Italian American community. All events are intended to embody the attributes of generosity and goodwill that define the Italian spirit. While some efforts celebrate Italian culture, the Foundation and its programs are not limited to Italian Americans and are supported by diverse individuals.

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