

JIMMY KIMMEL and ADAM CAROLLA
proudly present

PRIMA NOTTE



OPENING
NIGHT
GALA

HOORAY FOR HOLLYWOOD

SEPTEMBER 22, 2011

PLEASE JOIN US!

★ Thursday September 22, 2011 ★ 7pm-11pm ★

The 10th Annual Precious Cheese
Feast of San Gennaro LA

"Prima Notte" Opening Night Gala

Our theme this year is "*Hooray for Hollywood!*", paying tribute to Italian American Actors in Hollywood and Frank Mancuso Sr., Former CEO of Paramount and MGM Studios.

Master of Ceremonies Mark DeCarlo will introduce special tributes and performances throughout the evening, including a live auction with Jimmy Kimmel and Adam Carolla, a musical video presentation saluting Italian American Hollywood, a live performance by Robert Davi and the Pat Longo Orchestra, and a late night performance featuring comedian Mike Marino.

**All Ticket Prices include the
"Taste of San Gennaro" & Live Entertainment:**

\$50.00 (open seating) ★

\$100.00 (VIP reserved seating)* ★

\$1,000.00 (VIP reserved table for 10pp) ★

All donations are tax deductible (less meal and ad costs). Tax ID#26-0063614

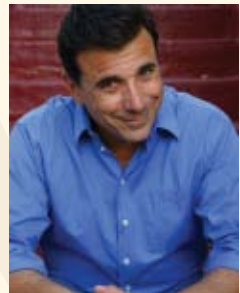
www.FEASTofLA.org

Tickets now available for purchase online

**Enter From
1651 N. Orange Dr.
Hollywood, CA 90028**
(south of Hollywood Blvd)
Valet parking available at
Roosevelt Hotel.



**Hosted by
Jimmy Kimmel
& Adam Carolla**



**Master of Ceremonies
Mark DeCarlo**



**Uncle Frank Potenza's
Helping Hand Fund**

Your donation will help us carry on goodwill in Uncle Frank's name.



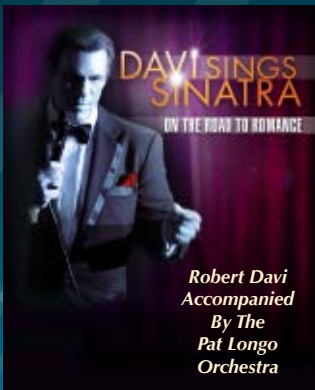
SPECIAL GUEST & HONOREE: **Frank Mancuso Sr.**

Frank G. Mancuso has had a distinguished career in the entertainment and communication industry spanning four decades, culminating with his leadership of Paramount Pictures Corporation and Metro-Goldwyn-Mayer, Inc. During his tenure as Chairman/CEO of MGM, he successfully revived the renowned studio by rebuilding both its film and television operations, acquiring both Orion Pictures Corporation and PolyGram Filmed Entertainment and effectively led it through the process of once again becoming a public company.

During his tenure at Paramount, Mr. Mancuso partnered with MCA/Universal to build the USA cable network into one of the most-watched cable networks in the country. He also established Paramount Broadcast Group with the acquisition of the six TVX television stations. He established an international theatrical exhibition circuit, United Cinemas International, in conjunction with MCA, with theaters in England, Scotland, Ireland, Germany, and Spain.

Mr. Mancuso has given freely of his time and talents to numerous charitable and industry-related organizations. These have included serving as a board member and officer of such organizations as the Academy of Motion Picture Arts and Science, Variety Clubs International, the Will Rogers Memorial Fund (affiliated with the New York Hospital-Cornell Medical Center), the Sundance Film Institute, the Museum of Television and Radio, the Motion Picture Pioneers and the American Film Institute, for which he chaired its Second Decade Council. In January 2003 he assumed the Chairmanship of the Corporate Board of the Motion Picture & Television Fund an industry charity established in 1921 that provides financial, health, social services and housing for those in the entertainment industry in need. He was also elected Chairman of the Board of the prestigious Geffen Playhouse in March of 2007.

SPECIAL PERFORMANCES BY:



*Angela
Pupello*



*Mark
Giovi*



*Christopher
Macchio*



Pat Longo



*Comedian
Mike Marino*



** All proceeds from "Prima Notte" and the Precious Cheese Feast of San Gennaro LA benefit The San Gennaro Foundation, a 501c3 non-profit organization, established to aid children and families in need. Since 2002, the San Gennaro Foundation has donated over \$750,000 to local charities, such as: homeless feeding programs, children and family shelters, adopting school programs, offering financial assistance and emotional support for underprivileged youth, and providing scholarships to exceptional students in need of financial assistance. It is also very important for us to support programs that enrich the community and perpetuate the Italian culture.*

CHARITY & CULTURAL RECIPIENTS

Los Angeles Youth Network
My Friend's Place
Aviva Family Services
Alexandria House
LAPD Police Activities League
LAPD Children's Support Group
USO Children's Support Group
LAFD Children's Support Group
LAUSD Homeless & Teen Parent Programs
Good Shepherd Shelter
Project Cuddle
Write Girl
Inside Out Community Arts
The Usual Suspects Theatre Company

Music Changing Lives
Hollywood High School & Fairfax High School
Student Scholarships
Children's Network
Feed Your Soul
St. Vincent's Meals On Wheels
St. Peter's Italian Church & Scalabrini Outreach
Christ The King Church & School
Our Lady Of Grace
Children's Smiles
Uncle Frank Potenza Helping Hand Fund

CULTURAL RECIPIENTS:
Historic Italian Hall
Federated Italo-Americans of Southern California
Grandsons of Italy
Order Sons of Italy Hollywood
Unico
L'italo-Americano Foundation
Fondazione Italia
Italian Catholic Federation
San Gennaro Genealogy Booth
San Gennaro Kid's Corner

EVENT SPONSORS

PRECIOUS
CHEESE



GELSON'S
THE Super MARKET



STREAMINGMEDIA
HOSTING



www.FEASTOFLA.org

Friday-Sunday (11am-11pm) • General Admission \$5 • Kids under 12 **FREE**
1651 N. Highland Ave. (south of Hollywood Blvd) 818.508.0082

All proceeds benefit The San Gennaro Foundation, an established 501c3 non-profit organization.