



**For Immediate Release**  
**April 18, 2011**

**HOSPICE OF THE VALLEY HOSTS 31<sup>ST</sup> ANNUAL WESTERN GALA—HATS & HEARTS**  
Proceeds from event will support the compassionate programs and community services for which the organization is renowned

**San Jose CA** – Hospice of the Valley, a leading provider in advancing palliative end-of-life care, community grief support and education in Northern California is thrilled to host its annual Western Gala—Hats & HeARTs at the spectacular Triton Museum of Art in Santa Clara, CA on Friday, May 13, 2011 - 6:00 P.M. Proceeds from this principal fundraising event for the organization will support the compassionate programs and community services for which Hospice of the Valley is renowned. James R. Cohen, MD will serve as honorary chair for the 2011 Western Gala and returning as Master of Ceremonies is long-time supporter Brian Adams and as Auctioneer is radio personality Gary Scott Thomas, both of KRTY/KLIV and Empire Broadcasting.

The 31<sup>st</sup> annual Western Gala—Hats & HeARTs will offer both a unique and exciting evening and venue for our western-attired gala guests.

- A stunning new locale—the Triton Museum of Art—featuring contemporary art viewing, as well as mingling with friends under the stars in the museum’s verdant garden
- A new evening format showcasing tasty culinary delights, scrumptious deserts and wine samplings from local wineries
- Lively entertainment and a silent and live auction with unique and fabulous items

“The Western Gala is a spectacular event,” states Sally Adelus, President and Chief Executive Officer of Hospice of the Valley. “We have an exciting and inspiring evening program that includes lively entertainment, outstanding wines, amazing culinary delights and a silent and live auction—all under the stars.”

Major gala sponsors include Hitachi Data Systems of Santa Clara; Kirkorian Family Foundation of Campbell; Berliner Cohen of San Jose; El Camino Hospital of Mountain View, and Leiter’s Compounding Pharmacy of San Jose. Other sponsors include: Alameda Family Funeral & Cremation, Inc. of Saratoga; Almaden Valley Athletic Club of San Jose; Bay Area Pain & Wellness Center of Los Gatos; Brannon’s Medical of San Jose; Calistoga Cellars of Calistoga; Darling-Fischer Mortuaries of Los Gatos; Dignity Memorial of San Jose; Good Samaritan Hospital of San Jose; Kramer Radin, LLP Law Firm of Los Altos; Leavitt Pacific Insurance Brokers, Inc. of Campbell; MD-Mart; Neptune Society; NPC Consulting; O’Connor Hospital, all of San Jose; Palo Alto Medical Foundation of Palo Alto; Samaritan Medical Center; Lynn Ubhaus, and VCE, all of San Jose. Media sponsors include KRTY 95.3/KLIV 1590 and the *Silicon Valley/San Jose Business Journal*, all of San Jose.

“We’re grateful to all of our sponsors and donors for their generous support of our mission,” said Chris Worrall, Chairman of Hospice of the Valley Board of Directors. “Their support helps provide equitable access to our compassionate programs and community services for the families we have the privilege to serve.”

Western Gala Tickets: \$175.00 per person or \$1,750 for a table of ten. Sponsorship and donation opportunities are available. For tickets, sponsorship and donation information, email [gala@hospicevalley.org](mailto:gala@hospicevalley.org); call 408.559.5600 or visit <http://hospicevalley.org/specialevents.html>

### **About Hospice of the Valley**

Hospice of the Valley, a leading provider and educator in advancing palliative end-of-life and community grief-care, affirms dignity and hope for those facing serious illness. Hospice of the Valley's team, experts in palliative and hospice care, is comprised of physicians, nurses, social workers, chaplains, hospice aides, grief counselors, and volunteers who assist patients, their caregivers and families in their end-of-life care and goals. Founded in 1979, Hospice of the Valley is the first not-for-profit hospice and grief care organization to serve the community of Santa Clara County. Hospice of the Valley's Community Grief and Counseling Center provides individual and loss specific group grief care and is available to anyone experiencing a loss. A Children's Grief Counseling program specializes in age-appropriate counseling for children and teenagers from ages 4 through 18. The *Transitions Program*, a volunteer-based community service sponsored by Hospice of the Valley and funded by community grants and donations, is designed to enhance the quality of life for individuals and their families facing advanced-illness through emotional support, education, and practical assistance. Additionally, Hospice of the Valley sponsors a community resource website—[seriousillness.org/santaclaracounty](http://seriousillness.org/santaclaracounty)—for caregivers and families who are caring for someone with serious illness. Hospice of the Valley, a member of the California Hospice and Palliative Care Association and the National Hospice and Palliative Care Organization, is licensed by the State of California and is Medicare and Medi-Cal certified. Medicare, Medi-Cal and most private insurance plans cover services. Hospice of the Valley is committed to serving its diverse communities and honors all cultures, beliefs, values, and traditions, and provides equitable access to care for all patients and families—regardless of their financial ability. For information, call 408.559.5600 or visit [hospicevalley.org](http://hospicevalley.org).

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### **Fact Sheet**

#### **Who**

Hospice of the Valley, a leading provider in advancing palliative end-of-life care, community grief support and education in Northern California is thrilled to host its annual Western Gala—Hats & HeARTs.

#### **What**

Proceeds from this principal fundraising event will support the compassionate programs and community services for which Hospice of the Valley is renowned. James R. Cohen, MD will serve as honorary chair for the 2011 Western Gala and returning as Master of Ceremonies is long-time supporter Brian Adams and as Auctioneer is radio personality Gary Scott Thomas, both of KRTY/KLIV and Empire Broadcasting.

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#### **Where/When**

Triton Museum of Art in Santa Clara, CA on Friday, May 13, 2011 - 6:00 P.M.

#### **How**

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