

FOR IMMEDIATE RELEASE

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**Downtown LA Community Bakes a Difference to Fight Childhood Hunger
at *The Great American Bake Sale*™**

**The Downtown Center Business Improvement District and Trizec Properties host
The Great American Bake Sale
Proceeds to help hunger relief for children and Katrina victims**

Los Angeles (November 2, 2005) – The Downtown Center Business Improvement District (DCBID) and Trizec Properties join together to raise funds to help fight childhood hunger by hosting *The Great American Bake Sale*™, a groundbreaking program from leading anti-hunger organization, Share Our Strength and *PARADE Magazine*. Ciao Trattoria, Ciudad, George's Greek Deli, McCormick & Schmick's, Omni Los Angeles and Wilshire Grand Hotel will be selling delicious baked goods on Thursday, November 17th, from 11 a.m. to 3 p.m. at 7+FIG @ Ernst & Young Plaza which is conveniently located in the heart of Downtown Los Angeles at 735 South Figueroa (between 7th and 8th streets).

All proceeds from the Bake Sale event will be donated to Share Our Strength, which will then make grants to innovative nonprofits fighting childhood hunger in Los Angeles and across the nation. Proceeds from The Bake Sale will help increase the number of children in Los Angeles receiving meals and snacks after school and during the summer holiday. Also benefiting from this generous event is Operation Frontline, a program of Share Our Strength that provides nutrition education across the country. And this year, in light of the devastation caused by Hurricane Katrina, a portion of proceeds will also go toward hunger relief to those most affected by the hurricane.

"We are pleased to be one of the hosts of the Great American Bake Sale and have the opportunity to make a personal contribution in the fight against childhood hunger," says Carol Schatz, President and CEO of the Downtown Center BID. "This event is a wonderful way to get the Downtown Los Angeles community to rally together and support such a great cause."

The Great American Bake Sale takes place in communities throughout the nation from October 16 to January 29. The Sale in Downtown LA is one of many examples of communities coming together for a generous cause. The program is made possible through the sponsorship support of ABC Television Network, PAM for Baking, AT&T, and Corner Bakery. Since 2003, the Bake Sale has brought in more than \$2.7 million due to hard work, creativity and support of those who baked, bought, or sold at Great American Bake Sales throughout the country. To get more information on the national program, visit the official site of the Great American Bake Sale at www.greatamericanbakesale.org.

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About Share Our Strength

Share Our Strength, one of the nation's leading anti-hunger, anti-poverty organizations, meets immediate demands for food while investing in long-term solutions to end hunger and poverty, and has raised and distributed nearly \$70 million to hundreds of nonprofits around the world. Share Our Strength meets its goals by mobilizing individuals and industries to contribute their talents to the fight against hunger and creates community wealth to promote lasting change. For more information about Share Our Strength, visit www.strength.org.

About the Downtown Center Business Improvement District

The DCBID is a coalition of property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. Nearly 480 property owners provide funds to the district via a special voluntary tax assessment, which finances this outreach program. For more information, please visit the DCBID Web site at www.downtownla.com.

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