



Media Advisory

## Coast Packing Company Lends Support to Para Los Niños' 35<sup>th</sup> Anniversary Gala at Paramount Studios

### ***Leading Supplier of Animal Fat Shortenings to Co-sponsor May 5 Event 'Celebrating Our Past – Imagining Our Future'***

VERNON, Calif. (April 26, 2016) – [Coast Packing Company](#) – the largest producer of animal fat shortenings in the Western U.S. and home of popular VIVA® brand lard – is among those area businesses supporting Para Los Niños on its 35<sup>th</sup> anniversary, at a gala event scheduled for May 5 at Paramount Studios in Hollywood.

Para Los Niños is a nonprofit organization that has worked for 35 years to create academic success and social well-being for children. Through early education centers, charter schools, and wellness centers, the organization offers high-quality education integrated with family supports, mental health services, and community engagement opportunities to thousands of children living in at-risk neighborhoods in Los Angeles County.

The Para Los Niños 35<sup>th</sup> Anniversary Gala, which will feature a special tribute to the organization's alumni, kicks off with a 6 p.m. cocktail reception and silent auction, followed by dinner, the program and live auction at 7 p.m.

“We are proud and delighted to join with leading businesses in Southern California – among them the CBS Radio Network, US Bank, City National Bank and Walmart – in support of the children, families and programs of Para Los Niños,” said Eric R. Gustafson, CEO, Coast Packing. “The 35<sup>th</sup> Anniversary Gala will bring together the community, students and families of Para Los Niños for a tribute showcasing the organization's work and strengthening bonds among all involved.”

### **About Para Los Niños**

Founded in 1980, Para Los Niños is a nonprofit organization dedicated to the academic success and social wellbeing of children. Our mission is to help children and families succeed in school and in life. With ten early education centers and three charter schools serving low-income children (ages 6 months to 14 years), we place education at the core of our mission to break the cycle of poverty and close the achievement gap for our students. We provide a comprehensive educational model that incorporates: high-quality education, family support and mental health services, and parent

engagement and community skill-building opportunities. Para Los Niños serves 7,500 children, youth and their families throughout Los Angeles each year.

### **About Coast Packing Company**

Coast Packing Company ([www.coastpacking.com](http://www.coastpacking.com)), a closely held corporation, is the number one supplier of animal fat shortenings – particularly lard and beef tallow -- in the Western United States. The company sells to major manufacturers, distributors, retailers, smaller food service operations and leading bakeries. The company participates actively in various ethnic markets – from Hispanic retail chains, with its VIVA brand, to various Asian specialty markets. Based in Vernon, Calif., Coast Packing Company is regional, national and, increasingly, global. In some cases, supplier relationships are multigenerational, extending back 50 years and more.

*For more information about Coast Packing Company, visit: [www.coastpacking.com](http://www.coastpacking.com). Follow us via social media on Facebook at [www.facebook.com/coastpackingco](http://www.facebook.com/coastpackingco), Twitter [@coastpackingco](https://twitter.com/coastpackingco) and Pinterest [www.pinterest.com/coastpackingco](http://www.pinterest.com/coastpackingco).*

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