



## **FOR IMMEDIATE RELEASE:**

**CONTACT:** SEARCH Foundation  
Corinne Z. Dudine, Executive Administrator  
[www.Searchfoundation.org](http://www.Searchfoundation.org)  
480-538-7912

## **SEARCH FOUNDATION RAISES OVER \$112,000 AT 2010 FUNDRAISER – *The Big Give in the Big Easy***

**New Orleans, Louisiana January 2010** –The **SEARCH Foundation** hosted its 12th annual fundraiser this January in New Orleans. The SEARCH Foundation supports event professionals confronted with a catastrophic occurrence and fosters, develops and promotes educational initiatives for the advancement of the industry. An estimated 300 guests attended the event held at **Bourbon Vieux**, located right in the heart of Bourbon Street.

A great number of silent auction items were generously donated by industry sponsors, and bid upon by using an exciting new electronic bidding technology developed by **IML**, an Audience Response system. Guests were delighted that they could enjoy the event while networking, dancing, and bid on the hand-held bidding machines from anywhere in the venue, while watching the accumulated bids on the large screen. “Seeing the visual representation on the big screen, continuously growing as live pledging was done using this new technology was exhilarating,” said SEARCH Foundation Chairman Michael Cerbelli. “It definitely helped us raise more funds.”

The event, designed and produced by **Sasha Souza**, was highlighted by entertainment provided by **Bollotta Entertainment** featuring **DJ John LaJeune**. Attendees had the opportunity to create their own custom fragrance by visiting the **Scentevents** table, and **Alisha and Brook Photography** captured the excitement of the evening. Other partners that made the event a one-of-a kind gathering included **BBJ Linens**, **Freeman New Orleans Audio Visual**, **Party Rental** and the “Voice of God”, **Marty McGowan**.

In addition to a moving speech by Past Chairman, Larry Green, all of the attendees were rapt by the impromptu acapella performance of Mario Rocha, of the Three Waiters fame, singing “To Dream The Impossible Dream”.

Although there was excitement and entertainment throughout the entire night, the true stars were the many attendees that gave generously to the SEARCH cause. Whether it was by pledging money, bidding on an auction item or even just attending the event, all guests helped make a difference.

Go to [www.searchfoundation.org](http://www.searchfoundation.org) for more information and to donate.

*SEARCH Foundation is a not-for-profit 501c3 charity that provides assistance to event professionals during times of crisis. For more information visit [www.searchfoundation.org](http://www.searchfoundation.org) 877-777-9340*