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The City's Best Dressed and Film-Obsessed Attend Atlanta's Only Official Academy-Sanctioned Oscar Night® Party

Local Charity raises more than \$280,000 to assist homeless and low-income families

(Atlanta, Ga.—February 26, 2009) – On Sunday, February 22, The Center for Family Resources hosted Atlanta's only official Oscar® viewing party, its premier annual fundraising event that preliminary numbers indicate raised \$281,000. Co-chaired by Tony Britton and Bill Pinto, the black tie optional party was moved this year to a new venue, the Cobb Energy Performing Arts Centre and welcomed more than 700 guests.

The evening began with guests taking a stroll down the red carpet, complete with flashing lights of the 'paparazzi,' played by Pebblebrook High School students. Sponsors were seated in the Kessel D. Stelling, Jr. Ballroom and enjoyed an exclusive dinner with programming emceed by WSB-TV's Jovita Moore. Guests received official 81st Annual Academy Awards® programs, 'hot off the presses' from Hollywood, one of the distinct perks of being the only sanctioned event in town. CFR Founder Mr. Fred Bentley, Sr. was also on hand to present the 2009 Founders' Award to Sheriff and Mrs. Penny Warren.

Sponsors and guests later joined a separate group of ticketholders to enjoy the viewing party in the John A. Williams Theater. Other activities during the evening included lounge and dance floor, with music provided courtesy of DJ Cannonball. Guests sipped the "We'll Always Have Paris" complimentary cocktail and were also able to participate in live and silent auctions with special items including introductory flight lessons, the official inauguration invitation of President Barack Obama, autographed sports and film memorabilia and original artwork. Bob Steele Salon provided stylists for hair and make-up touch-ups while 84West provided the 'SuperStar Insider' scoop at the Live on Location booth. Tobacco and Rum of Vinings staffed the Cigar Bar for guests on the terrace.

Notably, Atlanta-based actor Keisha Knight Pulliam attended the Atlanta event. Pulliam stars in the new film 'Madea Goes to Jail' and appeared in the 2005 hit 'Beauty Shop' but is remembered best for her role as "Rudy Huxtable" from The Cosby Show.

Sponsors included Signature Host Wachovia Bank and Celebrated Icon sponsors Cobb Energy Performing Arts Centre and Lockheed Martin. Command Performer sponsors were 84West, Concepts Remembered, The Color Spot, FedEx and Genuine Parts Company. Marquee Star sponsors were The Atlantan, BB&T, Choate Construction, Flagstar Bank, Gas South, Hardin Construction, Marietta Board of Lights & Water, PBS&J and WellStar Health System. Featured Player sponsors were AT&T, Alpha Insulation and Waterproofing, ARCADIS, Aon Corporation, Bank of North Georgia, Bentley, Bentley, & Bentley, The Bottoms Group, Brock Clay, CBIZ & Mayer Hoffman McCann, P.C., Centimark, Douglas H. Chaffins CPA, The Circle Group, Cobb EMC, COMCAST, Cork Howard Construction, CourierNet, Fifth Third Bank, Georgia Power, Groover Fence Company, Jordan, Jones and Goulding, Manhattan Associates, Mansfield Oil, John Mansour, Mauldin & Jenkins LLC, Moore Colson, Moore, Ingram, Johnson and Steele, MopDog Creative + Strategy, R. K. Redding Construction, Inc., Repro Products, Sams, Larkin & Huff, Sundial Plumbing Services and Vinings Bank.

"While we did experience a 20 percent reduction in sponsorship dollars, we were so glad to welcome back many of our previous Oscar Night supporters and to also welcome new sponsors. Jeri Barr, CFR CEO said. We really appreciate their support of Oscar Night and its impact on our mission of supporting the families in this community. The year held many challenges but under the leadership of our co-chairs Tony Britton and Bill Pinto, we are able to celebrate a successful effort and event."

The Atlanta event is one of 52 official parties sanctioned by the Academy held across the country on Oscar Night. For the eighth consecutive year, the Academy of Motion Picture Arts and Science have given CFR the honor of hosting Atlanta's only official Oscar party. Official photos of the event can be found at www.JonBerryPhoto.com.

Since 1960, CFR has helped thousands of low-income families with employment, education, and housing services; leadership development programs; mentoring opportunities; and temporary financial and food assistance. Guided by organizational values of Family, Integrity, Results, Service and Teamwork, the staff at CFR is committed to breaking the cycle of poverty by helping families acquire the resources they need to become independent and self-sufficient.

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