

TIMES of SAN DIEGO

SAFE Fundraiser Will Support Marketers in Crisis

April 16, 2017



San Diego Advertising Fund for Emergencies (SAFE)The San Diego Advertising Fund for Emergencies (SAFE) will host its annual fundraising party from 5 to 9 p.m. Thursday, April 20, at the Karl Strauss Tasting Room and Beer Garden, 5985 Santa Fe St., San Diego. SAFE is a volunteer, nonprofit organization providing confidential financial assistance to local advertising and marketing professionals and their families facing a life crisis emergency.

SAFE's major fundraiser of the year, now in its 16th year, will feature food, craft beer, networking, cornhole tournament and raffle to benefit grant recipients. The public is invited to attend.

Theme of this year's party is "SAFE & Sound." Live music will be performed by The Routine and Down North. Cost is \$20 per person, which includes your first drink and souvenir pint glass (while supplies last). Venue is an indoor-outdoor setting and dress is casual.

Sponsors include Cox Media, KFMB Stations, Univision Radio, Sycuan Casino, MeringCarson, Entercom, **California Bank and Trust**, Brown Marketing Strategies, Creative Media Concepts, BrandSavants, Media Access Partners, Media Planning and Placement, Entravision Solutions, Rowbertos Media and Boundless Network. For tickets and more information, visit **SafeSanDiego.org**.

SAFE officials said the nonprofit has helped more than 100 people in the advertising and marketing industry with more than \$260,000 in grants.

<http://bit.ly/2ptOyhU>