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PACIFIC CLINICS 2011
85th ANNIVERSARY
ADVANCING BEHAVIORAL HEALTHCARE

FOR IMMEDIATE RELEASE

Picasso's Cafe Continues to Support Local Non-Profit Community with Gift Cards Available at Costco Warehouse Stores

Irwindale, CA. (August 23, 2011) – On September 1, Picasso's Café gift cards will be available at nine LA region Costco Warehouses in the San Gabriel Valley, Inland Empire and Orange County including Azusa, San Dimas, Chino Hills, City of Industry, Montclair, Rancho Cucamonga, Fontana, San Bernardino, and Laguna Niguel. Costco members will be able to buy the gift of fantastic food and outstanding catering services while helping local non-profit organizations. Picasso's Cafe gift cards are redeemable for in-café, to-go, online purchases or catering services and are available in \$50 denominations sold in a pack of two for a discounted price of \$79.99.

Through Picasso's community philanthropic program, Operation PAINT, a portion of the proceeds of the Costco gift card sales will be donated to two local non-profit organizations: Pacific Clinics and Our Neighborhood Homework House. "We have launched the Costco Gift Card Program to allow people give the gift of good taste with added value which is important in today's tough economic climate," said Marissa DeRosa, Executive Vice President of Picassos Café, Bakery and Catering Co. "More importantly, our partnership with Costco gives us greater visibility and extends our reach, affording Picasso's the potential to give substantially more support to outstanding area programs. We are encouraging local businesses to purchase these cards to help support our non-profit partners and we will be using social media promotions to reward card buyers. We are even offering a free lunch just for bringing in your Costco receipt showing a Picasso gift card purchase."

"Picasso's Café has embraced our homeless service for youth, known as 'Hope Center', since its inception. Whether in gifts of food or fundraising, the management team at Picasso's has been there for us," Dr. Susan Mandel, President and CEO, Pacific Clinics.

Excited about the additional support, Dr. Barbara Dickerson, Executive Director, Our Neighborhood Homework House said, "We are thrilled beyond measure with the thoughtfulness of this gesture and truly honored to have been chosen as a partner. Our sustained relationship with our friends at Picasso's is an excellent model for a working community partnership."

Any Costco member purchasing these cards can feel good about the fact that they are also helping the non-profit community at large while saving money at a legendary landmark. These cards make a great gift for corporate friends to indulge in an award winning breakfast or lunch while at work; for graduates to celebrate their achievement by enjoying a "not so typical" happy hour; to treat a food-loving neighbor to a culinary delight; or send a loved one a customized basket. Since they can be combined and there is no limit as to how many gift cards may be applied toward a single purchase, they are the perfect gift to help a friend or colleague fund their next catering event.

About Picasso's Café, Bakery and Catering Co.

As the community's largest local private catering company with over 20 years of business, Picasso's is focused on providing our guests with quality food products and events, consistent service at a competitive price. Picasso's commitment is to be an active responsible leader in the community and to support the personal and professional growth of the underprivileged. In addition, Picasso's commitment is to express gratitude daily by being a shining example of the restaurant industry through our catering donations, monetary sponsorships, volunteer work and support of local nonprofit groups and organizations and nationwide relief efforts. Picasso's community giving program, Operation PAINT (Picasso's Assistance in Necessary Things) was formed in 2009 to formalize Picasso's commitment to community involvement and to be an active, responsible leader and to support the personal and professional growth of the underprivileged in the local community. For more information, visit www.PicassosCafe.com

About Pacific Clinics

Pacific Clinics is a private non-profit community-based behavioral healthcare agency that has been providing services since 1926. Today, the agency offers comprehensive mental health services for people of all ages and is nationally known for its innovative programs serving diverse populations in Los Angeles, Orange, Riverside, San Bernardino and Ventura counties. For more information, visit www.PacificClinics.org

About Our Neighborhood Homework House

Our mission is to establish and sustain neighborhood based learning centers in Azusa wherein at-risk children and their families are equipped to thrive academically, socially, and spiritually. We provide safe, welcoming environments for children receive individualized tutoring and mentoring. The staff and tutors build lasting friendships with the neighborhood children and their families. For more information, visit www.neighborhoodhomeworkhouse.org

For more information:

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