

Daily Pilot

The Crowd: South Coast Plaza teams with Angelitos de Oro



B.W. Cook

For the past 15 years South Coast Plaza has opened its formidable doors to assist Angelitos de Oro, a support and funding group for Big Brothers Big Sisters of Orange County and the Inland Empire.

Some 100 stores at the upscale shopping plaza participate in a weeklong special promotion throughout the month of October, providing a 20% discount on merchandise to shoppers who purchase a \$60 Angelitos card. Proceeds from the

sale of the card, handled by Angelitos volunteers with assistance from South Coast Plaza personnel, all go to Big Brothers Big Sisters mentoring programs.

In the beginning of October, South Coast Plaza held a preview day for the Angelitos program in Jewel Court. Hundreds of donors turned out for a buffet luncheon reception and a fashion show presentation produced and narrated by **Debra Gunn Downing**, executive director of marketing at South Coast Plaza. Designers that participated include Oscar de la Renta, REDValentino, St. John, Escada, Coach, Burberry, Intermix and Bottega Veneta.

Funds raised from this major annual drive provide assistance to some 3,000 children each year with one-on-one mentoring relationships supervised by Big Brothers Big Sisters.

Taking care of our grandparents in their golden years

Newport's **Leslie and Scott Seigel** were honored recently with a lifetime achievement award presented to them by the board of Heritage Pointe, a retirement facility in Orange County. The Seigels, known to many local residents as the creators and owners of the California Closet Co., have been actively involved in supporting Heritage Pointe for more than a decade.

Mike Silverman, CEO of Heritage Pointe, joined **Beth Slaven**, director of philanthropy at Heritage Pointe, in commenting on the Seigels' generosity in supporting the needs of the elderly in the Orange County Jewish community. The Hebrew words for giving back are *tikkun olam*, which embody the calling to assist the less fortunate in society. The Seigels will be honored at the Island Hotel in Newport Beach at a gala dinner slated for Nov. 11 that will be the major annual fundraiser of the year for the Heritage Pointe facility.

Haunted Halloween costume gala brings out creative forces in Costa Mesa

The amazing **Tim Dunn** from the Segerstrom Center for the Arts reported that the Super Heroes Haunted Halloween Costume Gala, once again, was the spookiest and scariest costume party on the Orange Coast. The Orange County Fair and Event Center in Costa Mesa hosted the Oct. 22 party, which attracted hundreds of locals in the wildest possible Halloween get-ups.

The event was sponsored by the Super Heroes Guild of Heroes Hall, with all proceeds earmarked to support the veterans museum's exhibitions and education programs. Local celebs **Barbara Venezia** and **Sandra Cervantes** chaired the costume party.

Local sponsors contributing generously were Spectra, Barefoot Wine, Nothing Bundt Cakes, Mirage Entertainment, Newport Signs, Orange County Employees Assn. and the OC Fair and Event Center.

Putting a spotlight on unusual cancer research

The organization is known as Kure It and it is entering a fifth year in attracting attention on the Orange Coast. Its focus is to bring awareness and needed funds for cancer research, targeting lesser-known forms of the affliction.

Recently, Newport Coast philanthropist **Steve Craig**, king of the outlet malls and generous supporter of many grassroots causes in the O.C., opened his home to attract attention for Kure It in advance of its Nov. 13 fundraising gala at the City Club in Los Angeles.

This year's event will honor the late **Barry Hoeven**, who passed away earlier this year from a rare form of cancer. Funds raised will support research in

underfunded cancer study at both the USC Norris and UCLA Jonsson comprehensive cancer centers.

On hand for the Craig reception were the respected medical oncologist from the City of Hope **Dr. Sumanta Pal**, former All-American USC quarterback **Paul McDonald**, **Betsy and Andy Schultz**, **Burton Young**, **Barbara Emmons**, **Guy Johnson** and Hoeven's son, **Chase Hoeven**.

B.W. COOK is editor of the Bay Window, the official publication of the Balboa Bay Club in Newport Beach.