



FOR IMMEDIATE RELEASE
Monday, March 2, 2009

PRESS RELEASE

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FIRST ANNUAL STORYBOOK BALL IS DRAWING NEAR

Baton Rouge, LA - Family Road of Greater Baton Rouge, along with *the presenting sponsor, tipton associates specializing in architecture, planning and interiors*, announce the **FIRST ANNUAL STORYBOOK BALL** to be held on March 14, 2009 6:00 – 10:00 pm at the Celtic Studios, 10000 Celtic Drive, Baton Rouge, LA, the newest, fully functional Hollywood movie studio in Baton Rouge. This gala event will be the first fundraising event for this non-profit organization. A silent auction is planned as well. Presenting Sponsor for the event is tipton associates.

We will feature 12 storybooks that include a children's activity at each book. The entire family can have their photo's taken by GreenscreenTV with unique backgrounds! The children will have inflatable bouncers to play on. There will be lots of entertainment scheduled for the adults as well. We will have three bands over the course of the evening, food and drink will be provided by local restaurants and a silent auction with many family items on the block. The feature item will be a family 4 pack of Disney Park Hopper passes.

The LSU School of Art has been creating storybooks that measure in size 10' by 16' and will be interactive and/or 3D. Below is a glimpse of the LSU School of art creating the books:

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The beginning of Jungle Book – Activity – The Audubon ZOOMobile on hand



Dora & Diego on their way to being life size – Activity – A scavenger hunt finding items at all the books

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The Storybook Ball is meant to create an enchanted and magical evening for the entire family. Plans are to have carriage rides from the parking lot to a magical entrance.

Dress for this event will be Cocktail attire and children are invited to dress as their favorite storybook character. Tickets will sell for \$100 per adult and \$25 per youth. Tickets can be purchased at www.familyroadgbr.org or https://www.blacktie-louisiana.com/online_sales/rsvp_ticket_purchase.cfm?rsvpid=262 or by calling Family Road of Greater Baton Rouge at 225-201-8888. Reserved tables for 10 can be purchased for \$1000. Parking is free.

Family Road of Greater Baton Rouge is a private non-profit 501(c) 3 organization that coordinates the services of more than 104 non-profit, private, public and governmental agencies to families in one central location. This “one-stop” network is designed to help build stronger and healthier families with programs that address many of the specific health, social, and economic problems that have been identified in our community

Vision and Mission

- ❖ The vision of Family Road of Greater Baton Rouge is *to create a stronger, healthier community enriched with loving, productive families*. Family Road’s mission is *to strengthen families through leadership, collaboration and coordination of community services in a warm and welcoming place*.

Background and History

- ❖ Served over 30,000 families in 2007 in the Greater Baton Rouge Area
- ❖ Opened December 1998, in Baton Rouge, Louisiana through Woman’s Hospital-Ten Year Anniversary
- ❖ Provides direct services to families through three major programs: Building Strong Families, Dedicated Dads and Healthy Start.

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