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FOR IMMEDIATE RELEASE

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(ST. PETERSBURG, FL) - **ALPHA House of Pinellas County, Inc.**, a residential maternity program located at 701 Fifth Avenue North in Downtown St. Petersburg, will host their **Third Annual Fall Gala on Saturday, September 25, 2010, at the St. Petersburg Coliseum from 6:00 p.m. until 11:00 p.m.**

This elegant evening will include a live and silent auction, a cocktail reception, a plated dinner and dessert reception by the Wine Cellar, as well as dancing to the sounds of Skylight Entertainment. Our Master and Mistress of Ceremonies will be Reginald Roundtree and Heather Van Nest, news anchors for *Tampa Bay's 10*.

Since 1979, ALPHA has provided housing and supportive services to homeless pregnant women and teens, new mothers with infants, and families experiencing crisis pregnancies. ALPHA strives to meet more than a pregnant woman's basic need for food, shelter and medical care. ALPHA also offers its residents education opportunities, therapeutic counseling, case management, and important life skills. ALPHA's goal is to move women from homelessness to self-sufficiency while promoting healthy relationships, positive parenting and a good self-image.

ALPHA is currently seeking business and community leaders to support the event with ticket purchases and/or auction donations. Fall Gala sponsorship will help more homeless, pregnant women to become self-sufficient, responsible parents and contributing members of our community. Table sponsorship and single ticket information is attached.

Should you have additional questions, please contact Jennifer Stracick, Executive Director, at 727-822-8190, or e-mail her at jstracick@alphahousepinellas.org.

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