Contact:

Rhina Torres

Phone: (646) 884-5385

Email: rtorres@apicha.org

**FOR IMMEDIATE RELEASE**

July 29, 2014

**Two Volunteers Celebrate Birthday by Raising Funds for**

**Apicha Community Health Center**

New York, NY – At a time when chivalry is rumored to be dead, two noble community volunteers, Joel Pascua and Jeffrey Kagan, celebrated their birthdays by honoring the work of Apicha Community Health Center. Instead of receiving the usual gifts brought to a birthday party, they requested that their friends and family donate money to a community organization. “We believe it is important to share and give back to our community,” said the couple.

As two longtime supporters of Apicha Community Health Center, it was perfect timing for their 3rd annual birthday fundraiser to benefit such an organization. “We chose Apicha as our event beneficiary to help them continue the wonderful work they do.” Apicha CHC advocates for and provides a welcoming environment for underserved and vulnerable people, especially Asians and Pacific Islanders, the LGBT community, and individuals living with and affected by HIV/AIDS. The organization works to increase community access to comprehensive primary care, preventive health services, mental health and supportive services.

On Saturday July 26, close to 50 of the couple’s friends and family were invited to attend their birthday celebration at a rooftop bar in Hell’s Kitchen. Those who attended were asked to donate $25 or more online or at the event. In addition, the couple put together a silent auction with several donated gifts. Guest also enjoyed food and beverages throughout the afternoon. Overall the event raised close to $4,000.

The event was a hit and everyone in attendance had a great time. As Joel and Jeff put it best, “People like supporting organizations they believe in, and sometimes they just need a reason to get out their checkbooks. We provide them with a reason.” Apicha CHC wants to thank Joel and Jeff for generously using their birthday celebration to contribute to our organization’s continued success.

If you’re interested in adding a philanthropic component, please contact Rhina Torres, at 646.884.5385 or by email at rtorres@apicha.org.