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## Floresta Hosts “Planting Hope” Gala to Support Global Programs

- October 13<sup>th</sup> event hopes to raise \$200,000
- San Diego Christian Charity to celebrate planting of more than 3 million trees

**San Diego, Calif.** – More than 300 people are expected to gather at the San Diego Marriott in La Jolla on Saturday, October 13, 2007 for the annual auction and banquet presented by the international Christian charity Floresta. Now in its 23rd year, the group hopes to raise \$200,000 to fund their outreach programs in hundreds of villages across five countries where deforestation has caused severe poverty. Floresta restores the environment and empowers the poor by planting millions of trees, training farmers and providing seed money for small businesses.

“We’re committed to lasting solutions, rather than handouts,” explained Scott Sabin, Floresta executive director. “We provide solutions to meet the economic, environmental and spiritual needs of struggling families that are looking for a way to break the cycle of poverty,” he added. Money raised at this event is used for training the scores of volunteers and dozens of staff members that direct programs in Africa, Mexico, Haiti, Dominican Republic and Thailand.

Attendees can bid on 60 different auction items including two round trip tickets from Southwest Airlines; a retreat to a luxury home in Ensenada; a get-away stay at Pala Casino, Spa and Resort; and an assortment of museum passes, hotel accommodations, restaurant meals and entertainment.

Tickets are priced at \$100 and include dinner with music provided by James Drive and Sinfonietta de Carmel Valley. The auction gets underway at 6:00 p.m. with dinner served at 7:30 p.m. at the San Diego Marriott La Jolla at 4240 La Jolla Village Drive. For more information call 858/274-3718 or visit [www.floresta.org](http://www.floresta.org).

Founded in San Diego in 1984, Floresta ([www.floresta.org](http://www.floresta.org)) is an international Christian charity, transforming the lives of the rural poor by reversing deforestation and economic decline. Floresta has expanded from one village in the Dominican Republic to hundreds in Haiti, Mexico, Africa and Thailand, planting over three million trees, revitalizing thousands of small farms, and making over 3,500 small business loans. Floresta meets economic, environmental and spiritual needs to help break the cycle of poverty.