



FOR IMMEDIATE RELEASE

Second Annual Festival of Trees

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SECOND ANNUAL FESTIVAL OF TREES 11/20/2022 TO BENEFIT SAN DIEGO HIV/AIDS RESOURCES

[Hillcrest/San Diego, CA | November 2022] – The second annual Festival of Trees will be held on Sunday, 11/20/2022, 4-8pm, at InsideOUT (1642 University Ave, San Diego, CA 92103), benefiting Being Alive San Diego, a local non-profit organization that provides vital end-to-end HIV/AIDS and related services throughout San Diego County. Festival of Trees will feature over 20 expertly decorated and donated artificial trees to be auctioned off and delivered to winners' homes. In addition, the event also features a robust silent auction and travel raffle, and will serve as the premiere holiday kick-off event for the LGBTQ+ and allied communities. Tree auction winners will have their winning trees personally delivered to them the following day by volunteers from the San Diego Armada Rugby Football Club and Junk Medics movers.

Special guests include San Diego Mayor Todd Gloria, Toni Duran (District Representative 39th Senate District and Office of Senate President pro Tempore Toni G. Atkins). The event is hosted by RuPaul's Drag Race All-Stars Season 1 winner Chad Michaels, Moe Girton (Partner/Creative Spirit Director for InsideOUT and Owner of Gossip Grill & Barrel & Board), and Bobby Gordon (BGCA Board Chair). Over 50 local businesses and organizations committed to decorating and donating trees, silent auction items, and have financially underwritten the event; including the travel raffle which provides the winner with a 3-4 night luxury cruise for two individuals in 2023.

The event is produced and presented by BGCA (Big Gay California), a federally registered non-profit organization based in San Diego whose mission is to support mental health, HIV/AIDS, and youth suicide prevention within the San Diego LGBTQ+ and allied communities. Other major financial sponsors include Coldwell Banker West Foundation, The Mellow, The Hole in the Wall, Jason Coleman Homes, Think Red Project/Red Dress San Diego, Tito's Handmade Vodka, Flicks & LE Parties, US Bank (Mission Hills), AHF Pharmacy, InsideOUT, and San Diego Pride.

Festival of Trees was conceived of and launched in San Diego in 2021 by Bobby Gordon, a local entrepreneur, professional speaker and event host. It is a unique event in Hillcrest and San Diego County that brings together many businesses and volunteer organizations to benefit local funding to support vital HIV/AIDS programs and services in the local San Diego LGBTQ+ and allied communities.

Local media are invited to interview local designers and event producers during the event on Sunday, November 20, and during tree set-up on Monday, November 14; both dates at InsideOUT. Please contact **Bobby Gordon** (festivaloftreesd@gmail.com, 619.630.0769) immediately to schedule an interview time and learn more information.