



FOR IMMEDIATE RELEASE

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Comic Relief Supports Local Nonprofit New Beginnings Counseling Center

(SANTA BARBARA, Calif.)— Bimmerfest 2014 has once again selected Santa Barbara-based New Beginnings Counseling Center as its featured charity for the 15th Annual Bimmerfest “Opportunity Drawing”. Bimmerfest 2014, sponsored by ESS Tuning, will be held on May 17th from 9 a.m. – 3 p.m. at the Rose Bowl at 1001 Rose Bowl Drive in Pasadena.

“We are excited to welcome New Beginnings Counseling Center as Bimmerfest 2014’s ‘Opportunity Drawing’ recipient,” said Jon Shafer, founder and owner of Bimmerfest. “By helping struggling families regain their footing, New Beginnings Counseling Center epitomizes our goal for the drawing to give back to the community.”

Bimmerfest, a community of BMW enthusiasts, hosts the largest BMW car show in North America. Founded and owned by Jon Shafer, Bimmerfest awards an “Opportunity Drawing” to a selected charity each year. This is the second year Bimmerfest has chosen to recognize New Beginnings Counseling Center. Last year Bimmerfest raised \$5,300 for New Beginnings Counseling Center.

“We are thrilled to be selected by Bimmerfest for the second year in a row,” said Kristine Schwarz, Executive Director of New Beginnings Counseling Center. “It is gratifying to see BMW enthusiasts share their enthusiasm for our mission— to advance transformation in the lives of individuals and families by providing mental health and supportive services so that we may all lead healthy, independent lives.”

New Beginnings Counseling Center will run the “Opportunity Drawing” table at Bimmerfest 2014, selling tickets for the charity raffle. Bimmerfest guests will have the opportunity to win prizes donated by event sponsors. Raffle tickets will be sold for \$5 and all proceeds will benefit New Beginnings Counseling Center.

About New Beginnings Counseling Center

New Beginnings Counseling Center is dedicated to the most vulnerable members of our community, offering profoundly needed counseling, shelter, and support services. Available at very low cost, the first class community clinic and outreach programs ensure that resources and services are accessible to those who need them most. For more information, call (805) 963-7777 or visit www.sbnbcc.org.

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