



Immediate Release
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Harrison Ford to be Special Guest at New Beginnings' 50th Anniversary Launch

(SANTA BARBARA, Calif.) – Harrison Ford will be in Santa Barbara for the launch of **New Beginnings Counseling Center's** 50th year of service to our community. In honor of this milestone, **New Beginnings Counseling Center** will launch the celebration with an exciting event for those who donate \$5000 this year to the agency. They will meet legendary actor, Harrison Ford, who has graciously agreed to spend an afternoon with 36 lucky individuals who will attend the event in Santa Barbara on September 23rd from 11:30am – 2pm.

The afternoon will include a mimosa reception with live jazz, a delicious luncheon provided by Rincon Catering and an intimate talk with Harrison being interviewed by Cheri Steinkellner. Cheri is best known for her work as a writer and producer on *Teacher's Pet*, *Cheers* and *Bob*. They will discuss his passion for aviation, commitment to conservation and his love of film. This event will be a once-in-a-lifetime experience and space is extremely limited, however sponsorships and a few spaces are still available.

In 1968, New Beginnings' predecessor, the Santa Barbara night counseling center, was founded based on a similar center started in LA by psychiatrists Ben Weininger and Hans Hoffman. The LA center was founded to be a place where lay people would provide therapeutic services to the low-income community under the supervision of professionals. The LA Center started with 30 counselors and five supervisors. The Santa Barbara center, intended to be a branch of the LA site, opened initially in the evening hours as a walk-in clinic. Over the years, the center incorporated; added administrative support, changed names, and ultimately re-incorporated as New Beginnings Counseling Center in the year 2000. The counseling center now staffs 30 masters and doctoral level volunteer counselors and 14 volunteer clinical supervisors. In addition to the counseling center, New Beginnings operates three other programs, including a county-wide veterans program, the internationally-recognized Safe Parking Program[®], and the long-time community program, Life Skills Parenting and Education.

Please visit our website to learn more about our services and contact the development department at New Beginnings for event reservations and donation payment options. Enjoy a very special event and help us to serve our community! sbnbcc.org/HF

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New Beginnings Counseling Center provides quality, affordable counseling, shelter, case management and education that strengthens our community and provides our clients with the ability to lead healthy and productive lives. New Beginnings Counseling Center, located at 324 East Carrillo Street, Suite C, Santa Barbara, CA 93101, (805) 963-7777, is a nonprofit 501(c)(3) organization. For more information or to make a donation, visit www.sbnbcc.org.