



*Festival of Children  
Foundation*

FOR IMMEDIATE RELEASE

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**CAROUSEL OF POSSIBLE DREAMS FUNDRAISER AT GRIFFITH PARK TO BENEFIT THE  
ART OF ELYSIUM AND DEBBIE ALLEN DANCE ACADEMY**

*Festival of Children Foundation's innovative fundraising program has raised nearly \$2 million for more than 60 charities nationwide*

Costa Mesa, California – A one-of-a-kind fundraising event for two Los Angeles charities who offer programs and services to children will take place on Saturday, July 11 from 6:00 – 9:00 p.m. at the Merry Go Around at Griffith Park. Sponsored by Festival of Children Foundation, this is the first Carousel of Possible Dreams event to be held in Los Angeles.

The Griffith Park Merry-Go-Around was built in 1926 and was Walt Disney's inspiration for the King Arthur's Carrousel at Disneyland. It features 68 horses and 2 chariots. All of the wood-carved horses are jumpers. The carousel is accompanied by a Stinson 1650 Military Band Organ.

The Carousel of Possible Dreams launched six years ago by Festival of Children Foundation has raised approximately \$2 million for more than 60 innovative children's programs which otherwise may never have been funded. And, all the money has been raised through a magical activity enjoyed by all children – riding a carousel.

This year's Carousel of Possible Dreams will benefit The Art of Elysium and Debbie Allen Dance Academy. Each organization will assemble a team of riders, ready to take the reins and raise funds for their organization. Riders are currently soliciting donations online, with the promise that they will each complete 50 rotations on the carousel. On the day of the event, they will continue to make calls for donations between rotations, with the hopes of meeting or exceeding their goals. 100% of the money the riders raise will go directly to the charities. Festival of Children Foundation, based in Costa Mesa California, covers all administrative and promotional costs for the carousel event.

“It’s wonderful to be part of an organization that is built on dreams and dedicated to making them come true. This is a tremendous honor and a great help to the Debbie Allen Dance Academy.”- said Debbie Allen, founder of Debbie Allen Dance Academy.

Debbie Allen Dance Academy is committed to expanding the reach of dance and theatre arts for young people.

The Art of Elysium is an artist’s charity that offers programs and services to critically ill children, with an overall mission to heal the world through art by recruiting, supporting and encouraging artists to give back to individuals and populations in need globally using their creativity and artistry.

The afternoon will include entertainment, tantalizing hors d’oeuvres and refreshing beverages.

“The Carousel of Possible Dreams is a fun and innovative way for charities to raise money for immediate needs, and bring in new donors to sustain them for long-term success” said Sandy Segerstrom Daniels, founder of Festival of Children Foundation, and managing partner of the world-famous South Coast Plaza shopping destination. “It also allows anybody anywhere to participate at any level. You don’t have to be a philanthropist to make a difference. Together, dreams are possible.” 100% percent of Festival of Children Foundation’s administrative expenses are covered by designated funding allowing donations to go further in direct support of programs and services that improve the lives of children.

“It’s a very unique fundraising program, and the riders are going to have loads of fun. It will provide our constituents an opportunity to engage in peer-to-peer fundraising in which they can reach out to their network of friends who do not have to be physically present at some event to help support a very worthy cause,” said Jennifer Howell, founder of The Art of Elysium.

This is the 13<sup>th</sup> Carousel of Possible Dreams event to be held since 2009 at such venues as Central Park in New York City, King Arthur’s Carrousel at Disneyland, South Coast Plaza in Orange County and the Eden Palais, a spectacular 19<sup>th</sup> century European Salon Carousel housed at the private Sanfilippo Estate in Barrington Hills, IL.

### **About Festival of Children Foundation**

Festival of Children Foundation is a 501 (c)(3) nonprofit organization that serves to bring together and coordinate the efforts of charities, companies and individuals who work to improve the lives of children. 100% of the administrative costs are covered by designated funding, allowing donations to go further in direct support of programs and services that improve the lives of children nationwide. For more information please visit [www.festivalofchildren.org](http://www.festivalofchildren.org)

### **About The Art of Elysium**

The Art of Elysium is an artist’s charity is committed to healing the world through art by recruiting, supporting and encouraging artists to give back to individuals and populations in need globally using their creativity and artistry. By training artists in service and connecting them with those who need support. The Art of Elysium provides the artistic community with an outlet to use their skills to give back to the causes they care about most.

**About Debbie Allen Dance Academy (DADA)**

Founded in 2001 by Debbie Allan and Norman Nixon, the Debbie Allen Dance Academy is a non-profit organization committed to expanding the reach of dance and theater arts for young people in the greater Los Angeles area, and the world, enriching, inspiring and transforming their lives. For more information please visit [www.debbiealldanceacademy.org](http://www.debbiealldanceacademy.org)