



FOR IMMEDIATE RELEASE

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****MEDIA ALERT****

**SIM CITY TO HELP HIGHLIGHT HOW HARD IT IS
TO BE POOR IN LOS ANGELES COUNTY**

-- Local nonprofit simulation event recreates the current social service system to show how families try and find stability within in it, usually with little success --

WHO: LIFT-Los Angeles and Board Chair and Co-Founder of Pair of Thieves, Cash Warren

WHAT: LIFTopolis brings together social investors, nonprofit leaders, elected officials and other influencers to raise awareness about the realities of living in a major metropolitan city where poverty is high and social service providers are understaffed, underfunded and overburdened. Participants will take on the identities of actual residents and try and meet the challenge of navigating a maze of employers and service providers in order to take care of themselves and their families. A panel discussion with LIFT President Maria Peña, Kiva Co-Founder Jessica Jackley, CEO and President of the Eisner Pediatric and Family Medical Center Herb K. Schultz and University of Southern California Professor Manuel Pastor will address how to start creating solutions to these problems. The panel will be moderated by Madeleine Brand.

WHEN: Wednesday, May 11, 2016 from 6:30 PM – 9 PM
(opening reception begins at 5:30 p.m.)

WHERE: Creative Artists Agency – 2000 Avenue of the Stars, Los Angeles, CA 90067

WHY: According to the 2014 U.S. Census Bureau numbers, the poverty rate in Los Angeles County was nearly 19 percent, more than both the statewide and national levels. The number was even worse for children, with more than 26 percent of Los Angeles County children (0-17) living in poverty. LIFT-LA understands most families are trying to make a better life for themselves, it's just not easy. This eye-opening simulation has been successfully staged in cities across the country, allowing participants to experience first-hand the complexities and frustrations of navigating poverty in America.

About LIFT

LIFT is a national nonprofit dedicated to helping families break the cycle of poverty. By fostering strong relationships between low-income parents (members) and dedicated volunteers (advocates), we help families build the strong personal, social and financial foundations to secure immediate, critical needs and to achieve long-term goals and aspirations. LIFT connects with families through four sites located in communities with some of the highest rates of concentrated poverty: Chicago, Los Angeles, New York and Washington, DC. Because this work cannot be done alone, LIFT focuses on building strong community collaborations with a wide range of local, regional and national partners to help ensure families receive the resources and support they need. To learn more, visit www.liftcommunities.org.

About LIFTopolis:LA

This year's Los Angeles event is generously supported by 501 (see three) ARTS, Ascend at the Aspen Institute, A Woman's Nation™, Bank of America, Good+ Foundation™, the Leonetti O'Connell Family Foundation, New Profit, Southern California Grantmakers and United Way of Greater Los Angeles.

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