

FOR IMMEDIATE RELEASE

February 27, 2014

Star-Studded Event to Benefit Animals
spcaLA to benefit at Secret Room Events' shindig this Saturday

Los Angeles, CA – Society for the Prevention of Cruelty to Animals Los Angeles (spcaLA) has been named the charity beneficiary at the Secret Room Events exclusive, red-carpet style lounge, featuring Wolfgang Puck, honoring the 86th Academy Award Nominees. The event will be held at the Montage Hotel in Beverly Hills this Saturday, March 1st.

spcaLA will be onsite at the event, promoting awareness and encouraging celebs to sign pet bowls, which will be auctioned at a later date. In addition to an onsite presence, Secret Room Events donated a celebrity experience, which spcaLA auctioned online prior to the event. 100% of auction proceeds benefit spcaLA.

“We are honored that Secret Room Events chose to help spcaLA this way,” said spcaLA President, Madeline Bernstein. “Support of local businesses is integral, because there is no national spca or humane society, nor is there an umbrella group or parent organization. spcaLA has relied on donations to keep us going since 1877.”

Academy Award nominees and other celebrity guests will be lavished with the latest and greatest in products, services and travel, including offerings from Blue Residences Aruba, Timber Resorts, Logitech, La Corza fine jewelry and many others.

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About spcaLA

Since 1877, spcaLA has been the premiere independent, nonprofit animal welfare organization serving Southern California. There is no national SPCA, parent organization, or umbrella group that provides financial support to spcaLA. Donations run programs and services including Cruelty Investigation, Disaster Animal Response Team, Humane Education, and a variety of shelter services.

About Secret Room Events

Secret Room Events produces award winning gift lounges and gift bags surrounding major award shows and private entertainment and celebrity related events. Voted by Huffington Post as best gift suite. SRE International Inc. is not affiliated with the Academy of Motion Picture Arts and Sciences or the Academy Awards.

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