

# News Release

## For Immediate Release

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## **The Valley Economic Alliance to host “The Valley of the Stars... *Rising*” virtual event this January**

*The organization aimed to support the growth of the San Fernando Valley will celebrate its 23rd gala on Friday, Jan. 15*

(SHERMAN OAKS, January 6, 2021) -- The stars of the San Fernando Valley will gather virtually this month with the help of [The Valley Economic Alliance](#) for its annual gala ***The Valley of the Stars... Rising*** on January 15 at 5:15pm. Presented online, the highly anticipated gala will offer all of the inspiration and entertainment guests have come to expect. Actor Jerry O’Connell will serve as the master of ceremonies for the event that will support the San Fernando Valley from its economic recovery to improving the quality of the life in the San Fernando Valley. Tickets to the event can be purchased online at **The Valley Economic Alliance’s** website ([thevalley.net/gala](http://thevalley.net/gala)) or by phone (818-379-7000). Sponsorships are still available to purchase as well.

“While we can’t gather in person for our special event that hasn’t stopped us from supporting our economy,” said **The Valley Economic Alliance** President and CEO Sonya Kay Blake. “Attendees can expect an inspiring start to 2021 along with supporting our organization that has become a catalyst for creating jobs in our community, supporting local small business and strengthening our local economy.”

Along with the opportunity to support this thriving organization, the gala will include awards to those who inspire and align with **The Valley Economic Alliance’s** values. This year’s honorees include actor Joe Mantegna, biotechnology pioneer Amgen, medical team members Drs. Brian and Aimee Ostick, Granada High School student Nirvan Rayamajhi, editor and publisher of the *San Fernando Valley Business Journal* Charlie Crumpley, Los Angeles Lakers owner Jeanie Buss and the owners of Aszkenazy Development and San Fernando Valley Sun/El Sol Newspaper Martha and Severyn.

**The Valley Economic Alliance’s** event will also bestow its Legacy and Rising Star recognitions. The Legacy recognition honors venerable employers which have been operating in the San Fernando Valley for 15 years or longer and this year’s recipient is the Hilton Garden Inn while the Rising Star

recognition – those visionary employers who have moved into a commercial real estate space in the San Fernando Valley in the past three years are Logix and Nothing Bundt Cakes.

Among this year's coveted drawing items are an Earl Campbell Hall of Famer and Heisman Autograph Jersey, a free weekend rental of a Mustang convertible, a variety of collections of baseball cards, and autographed celebrity photos. Sponsors for the annual gala include City National Bank, the City of Glendale, Kaiser Permanente, Valley Presbyterian Hospital, Southland Regional Association of Realtors, Anjac Fashion Buildings, Aszkenazy Development, California State University Northridge (CSUN), Century, Express Employment Professionals, Gaines & Stacey, LLP, Gaspar Insurance Services, Goodwill Southern California, Los Angeles Department of Water and Power, Miller Kaplan, Pacific Federal, Jim and Rachel Garrison, Parker Brown General Contractors and Van Nuys Los Angeles World Airports, Logix Federal Credit Union, ALAS Media, Amgen, Bank of America, Beezley Management, Bill Allen, Chaminade College Preparatory, Citrus Studios, City of Calabasas, City of Burbank, Comcast NBC Universal, EVERYTABLE, Galpin Motors, Health and Healing Direct Primary Care, Tracy and Randel Hernandez, Hilton Los Angeles/Universal City, David Honda, Department of Commerce Minority Business Development Agency, Pasadena, Pegi Matsuda Consulting, LLC, MAXIMUS, Mission Valley Bank, Poms & Associates Insurance Brokers, LLC, Realm Entertainment Stephen & Sonya Blake, Richard Katz Consulting, Rosenheim & Associates, Inc., Office of Kathryn Barger Chair, Los Angeles County Board of Supervisors 5th District, Tierra del Sol, UltraGlas, Inc, Daily News, Los Angeles Business Journal, San Fernando Sun

#### **ABOUT THE VALLEY ECONOMIC ALLIANCE**

Founded in 1994, **The Valley Economic Alliance** is a 501(c)(3) non-profit strategic private-public collaborative made up of businesses, government, education and community organizations whose mission is engage and unite Valley stakeholders to raise standards of living and economic vitality across the five-city region – Burbank, Calabasas, Glendale, Los Angeles and San Fernando consisting of more than 64,000 businesses and more than 1.9 million residents covering more than 350 square miles.

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