



FOR IMMEDIATE RELEASE

February 10, 2023

Media Contact:

Sonya Blake

sblake@economicalliance.org

818-379-7000 ext. 106

**Emmy Award-winning Journalist and Image Consultant Palmira Pérez-Najarian Emcees
25th Annual Valley of the Stars Gala**

Sherman Oaks, California– [The Valley Economic Alliance](#) (The Alliance) is hosting their [25th Annual Valley of the Stars Awards Gala presented by Mission Valley Bank](#) April 13, 2023 5:30-8:30 p.m. (PST) at The Odyssey located at 15600 Odyssey Dr. in Granada Hills, CA. Emmy Award winning journalist and image consultant Palmira Pérez-Najarian will emcee the event.

Over the years, Valley of the Stars has recognized and celebrated exemplary businesses, people, and organizations who positively impact and contribute to the economic vitality of the Valley with icons like Bob Hope, Dick Clark, Betty White and Sally Field.

This annual fundraiser generates critical funds that support regional business assistance and workforce development programs. These programs are vital for ensuring a strong local economy, and are responsible for attracting new businesses, driving tourism and improving the quality of life of the people of our region.

Awards and recipients presented at the gala include:

- Jane and Bert Boeckmann Business Leadership Honoree – Mission Valley Bank
- Humanitarian Honoree – Home Again Los Angeles
- Legacy Honoree – Bill Allen

Attendees have a cocktail reception 5:30-6:30 p.m. with the gala awards show following at 7 p.m. The attendee experience includes mingling with the region's most influential leaders, celebrating celebrity icons and honorees, enjoying live music and special performances, and participating in red carpet photo opportunities.

“We are thrilled that such a great talent as Palmira will be our emcee this year as we celebrate our Gala’s 25th anniversary milestone,” said Alliance President Sonya Blake.



Four time Golden Mike® winner and 5 time Emmy Award winner Palmira Pérez-Najarian is one Los Angeles' most trusted television news anchors. With 20 years of television experience in Mexico and the United States, Palmira was most recently the anchor of the 6:00 p.m. and 11:00 p.m. newscasts on Spanish-language station KDTV Univision14 San Francisco-Bay area. She is currently the National Newscaster for Estrella TV.

Pérez-Najarian was born in the City of Guadalajara, Jalisco. She has a Law Degree from the University of Guadalajara. She is a member of the National Association of Hispanic Journalists (NAHJ) as well as the President of the Alumni Association University of Guadalajara in Los Angeles.

The 25th Annual Valley of the Stars Awards Gala is made possible through generous sponsors, who help to further the mission of The Valley Economic Alliance. Mission Valley Bank is the Luminary Sponsor for the event. Game Changer sponsors include City of Burbank, City of Glendale and Century Housing. The Influencer sponsors are Aszkenazy Development Inc., Athens Services, Childcare Resource Center, City of Calabasas, ComcastNBCUniversal, Gaines & Stacey, LLP, City National Bank, CMTC, Express Employment Professionals, Goodwill Southern California, Home Again Los Angeles, JPMorgan Chase, Kaiser Permanente, LADWP, Los Angeles Valley College, Los Angeles Mission College, Los Angeles Pierce College, Los Angeles Valley Foundation, Palmira Pérez, UCLA Health and Van Nuys Airport. Vendor Sponsor Tierra del Sol will provide music. On Board - Business & Community Consulting will provide flowers. Sponsors Tracy and Randall Hernandez will provide dessert.

Tickets for the general public go on sale soon. For sponsorship opportunities, visit TheValley.net/events, or call (818) 379-7000 for additional details.

The Valley Economic Alliance is a 501(c)(3) non-profit organization of business, government, education, and community leaders. Our mission is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley, a five-city region encompassing Burbank, Calabasas, Glendale, Los Angeles, and San Fernando. This region consists of more than 1.9 million residents, over 160,000 businesses and covering more than 350 square miles. To learn more about The Valley Economic Alliance, visit TheValley.net.

###