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Annual Pier Party Benefits Santa Monica, Malibu Students

By Lookout Staff

April 10, 2015 -- Tickets for a major fundraiser benefiting students in the Santa Monica-Malibu Unified School District are now on sale, officials announced.

The second-annual Pier Party sponsored by the Santa Monica-Malibu Education Foundation (SMMEF) takes place Sunday, April 26, at Santa Monica Pier, from 10 a.m. to 2 p.m., said foundation spokeswoman Ann Conkle.

“Pier Party is SMMEF’s premier community event,” said Kathleen Rawson, president of the SMMEF’s Board of Directors and CEO of Downtown Santa Monica, Inc. (DTSM). “It brings together families from every school in SMMUSD to celebrate and support our students and teachers.”

The party will feature rides, games, a DJ, food vendors, face-painting, touch tanks from the Santa Monica Pier Aquarium, interactive games, arts and crafts and other activities, said Conkle.

Proceeds go to “fund programs that ensure excellence for every student and school in the district,” she added. “Many schools use these discretionary grants to provide science, technology, engineering and math or visual and performing arts programs,” Conkle said.

“SMMEF’s work to raise funds and community awareness on behalf of SMMUSD students is vital,” said Mary Ann Powell, CEO and general manager of Pacific Park on the Santa Monica Pier.

“Pier Party is a wonderful, unique way for local businesses to actively better our community,” she said.

Ticket prices are set at four pricing levels, ranging from \$25 to \$125 for VIP tickets.

For more information and to buy tickets, visit www.pierparty.org.



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