

# SANTA MONICA Mirror

## Inaugural Santa Monica Pier Party Raises Funds For Local Public Schools

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SPECIAL TO THE MIRROR

**By Pearson Brown**

The Pacific Park at the Santa Monica Pier has always been a great

place for kids to enjoy rides, mid-way games and food treats like cotton

candy and popcorn, but on Sunday, April 27 it was the adults, along

with kids of all ages, who were entertained and feted -- with champagne

and delectable grown-up hors d'œuvres -- at the inaugural Pier Party, a fundraiser for Santa Monica public schools.

All proceeds for the private, ticketed-only party went to the Santa Monica-Malibu Education Foundation to help the organization meet its goal of raising \$4 million annually to support the SMMUSD Vision for Student Success, a program that ensures excellence for every school and every student in the district.

At the event, the Santa Monica College Faculty Association donated [\\$5,000 to the cause](#).

While the attendance estimate by organizers was around 1,000 families, the park lines were short, and there was plenty of room to walk about, and even hula hoop, which many children did in an impromptu exhibit of their hip swinging skills.



Photo by Pearson Brown  
Children hula hoop at the Santa Monica Pier.

Other sights and sounds of the event included DJ Mark Ray providing music and emcee honors and a performance by local singing heart-throbs the Sposato Brothers from Malibu High.

A seaside cabana VIP area was reserved for guests paying top ticket prices of \$175 which included brunch provided by the area's finest restaurants including Blue Plate Taco, Caffe Luxxe, Chinois on Main, Del Frisco's Grille, FIG, Hostaria del Piccolo, Hotel Erwin, JiRaffe, Joe's/Bar Pintxo, The Lobster, Michael's, Primitivo, and The Wilshire.

The crowd for the event was well mannered and well dressed, and the atmosphere was festive, friendly and polite.

While the event was open to all who bought a ticket, starting at \$25 for an all-day wrist band for unlimited rides, it seemed that attendees were conscious of the fact that the lady and her family in front of them in line for the West Coaster or Whac-a-Mole might be a parent of a classmate, or even a teacher, so good behavior was the rule of the day.

Other activities included a raffle for gift baskets, sports gear, spa treatments and restaurants gift certificates; a live auction for a Terrenea Resort stay, Poseidon stand-up paddle board, diamond earrings and a four-hour ride-along with a Santa Monica police officer; and an arts and crafts table hosted by PS Arts for children to decorate Japanese Carp windsocks and a touch-and-feel tank of sea creatures from the Santa Monica Pier Aquarium.

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