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7th Annual Precious Cheese Italian Feast of San Gennaro LA Returns To Hollywood September 26 – 28, 2008

Jerry Vale and Robert Barbera Honored at Prima Notte 2008

**Community festival celebrates Italian culture with three days of
music, food, wine, rides and games**

Hollywood, August XX, 2008 – The San Gennaro Foundation kicks off October's Italian Heritage Month, a celebration of everything it means to be Italian, with their annual street festival in honor of Italian culture. Now in its seventh year, The Precious® Cheese Italian Feast of San Gennaro, Los Angeles will once again take over Hawthorn Ave. (between Highland and Orange) in Hollywood.

"I am thrilled to be hosting our seventh annual Feast of San Gennaro," Jimmy Kimmel said. "Look for me there; I'll be the one with my head buried in a sack of zeppoles."

The fun-filled weekend commences Thursday, September 25th with the opening night gala, "Prima Notte 2008," which raises funds for The San Gennaro Foundation's charitable programs benefiting underprivileged children, families and homeless in Los Angeles.

Continuing in their commitment to honor prominent Italian-Americans in the community, The San Gennaro Foundation will pay tribute to legendary singer Jerry Vale and publisher Robert Barbera. Hosted by event co-founder Jimmy Kimmel and Adam Carolla, Prima Notte is a star-studded fund-raising gala featuring some of the city's most prominent Italian-Americans and dignitaries joining together in support of The San Gennaro Foundation.

Music legend Jerry Vale will receive the San Gennaro Foundation "Italian Heritage Award" and Robert Barbera, publisher of the *L'Italo-Americano Newspaper*, celebrating its 100th anniversary, will receive the San Gennaro Foundation "Humanitarian Award." Master of Ceremonies Mark DeCarlo will introduce special performances by Alfio, Cristina Fontanelli, Joey Gian, Deana Martin, Tony O, Frankie Randall and the Pat Longo Orchestra. The evening's charity auction will feature: Alitalia roundtrip airfare from the US to Italy; luxury vacations in New York & Chicago, VIP package to *Jimmy Kimmel Live!*; golfer's vacation to Arizona's Sonoran High Desert; autographed poster and tickets to *Dancing with the Stars*; autographed guitars from Madonna, Paul McCartney and the Rolling Stones; autographed NFL helmets from Peyton and Eli Manning and Brett Favre; autographs from "3 Time" Laker Champions Kobe Bryant and Shaquille O'Neal, among many more great prizes.

Tickets for the opening night gala are available online at www.feastofla.org and are \$100 each for Adults and \$50 Children (open seating), or \$2,000 for a reserved table for ten guests.

"We have been bringing Italian culture to the heart of Hollywood for seven years running," said Frankie Competelli, President of the San Gennaro Foundation, Los Angeles. "We are thrilled to, once again, celebrate tradition, family, and great food with the community."

Inspired by the 78-year old New York City tradition, the Feast celebrates Italian culture, entertainment and cuisine, and throughout the weekend will feature great food, music, genealogy research, a Kid's Corner, bocce, bingo, carnival rides, games and more. Surprise celebrity guests will join cooking team *Filippo and the Chef*, as they demonstrate Italian recipes on the Precious Cheese Cooking Stage with Precious Cheese's "Chef Marco" Mark Sciortino.

"Precious Cheese is proud to be presenting sponsor again this year helping to bring authentic Italian culture, entertainment, food and fun to the Los Angeles area," said Jessica Ruth, spokesperson for Precious Cheese. "The San Gennaro Foundation's commitment to preserving Italian-American heritage resonates with the Precious Cheese brand and we look forward to continuing to raise funds for the organization and its programs."

The festival venue is conveniently located across the street from the Hollywood and Highland complex, directly behind the Jimmy Kimmel Live Theater at 1651 N. Highland Ave. Hosted by co-founder Jimmy Kimmel and Adam Carolla, the Feast will be held September 26-28, 2008 from 11:00 a.m. to 11:00 p.m. General admission is \$5 and kids under 12 are free. All proceeds benefit the San Gennaro Foundation, established to provide aid to children and families in need in Los Angeles.

For more information about The Precious Cheese Italian Feast of San Gennaro, Los Angeles, please visit www.feastofla.org or call (818) 508-0082.

[About Precious Cheese](#)

Precious Cheese is a brand of Sorrento Lactalis Commercial, Inc. Founded in 1947, Sorrento produces a wide array of all-natural cheese products, included among the leading brands of mozzarella, ricotta, fresh mozzarella, string and stick cheese sold in the United States. Sorrento also markets a wide variety of specialty cheeses available for retail, food service and industrial customers. More information on Precious Cheese may be found at www.preciouscheese.com.

About The San Gennaro Foundation

The San Gennaro Foundation is a 501c3 non-profit created by celebrity Jimmy Kimmel and producer Douglas DeLuca, along with some of Los Angeles' most prominent Italian-American citizens, to benefit underprivileged children and homeless in Los Angeles, as well as to provide entertainment and cultural enrichment to the community through its non-profit, cultural outreach program.

The Foundation's mission is to uphold the principles established by St. Gennaro, patron saint of Naples who worked tirelessly to help people in need. In addition to fundraising, the group seeks to perpetuate cultural identity and solidarity within the Italian American community. All events are intended to embody the attributes of generosity and goodwill that define the Italian spirit. While some efforts celebrate Italian culture, the Foundation and its programs are not limited to Italian Americans and are supported by diverse individuals.

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