

Contact:  
David Cumpston  
Landis Communications Inc.  
(415) 902-4461  
[cumpston@landispr.com](mailto:cumpston@landispr.com)  
[www.landispr.com](http://www.landispr.com)



***Gitchie, gitchie ya-ya!***

## **Spend an Intimate Evening with Superstar Patti LaBelle as PRC’s “Mighty Real” Gala Goes Virtual on Saturday, Nov. 7**

*LaBelle is this year’s recipient of PRC’s Sylvester Community Pillar Award*

**SAN FRANCISCO (Sept. 1, 2020)** – Are you ready for a new attitude? [PRC](#), the San Francisco-based nonprofit providing comprehensive services to the City’s most vulnerable, is hosting its annual “[Mighty Real](#)” fundraising gala virtually on Saturday, Nov. 7 from 6:00 to 7:15 p.m. The best part? Attendees get to spend an intimate evening with the Godmother of Soul, **Patti LaBelle**, who is this year’s recipient of PRC’s Sylvester Community Pillar Award. For those living in San Francisco and Oakland, the exclusive, livestreamed concert for participating attendees/ticketholders also offers a “dinner and wine” option from [Absinthe Brasserie and Bar](#) delivered right to your door. Ticket prices (without a meal) begin at \$100 and can be purchased at [prcsf.org/MightyReal](http://prcsf.org/MightyReal).

“How fortunate are we to get to spend a beautiful fall evening with the incomparable Patti LaBelle as we gather virtually this year to support those in need across San Francisco,” said **PRC CEO Brett Andrews**. “This has been a trying year for everyone, so we’re thankful for the opportunity to bring some musical light to everyone’s lives. Ms. LaBelle is the epitome of both compassion and glamour, and we’re looking forward to our time together. I’m already dancing.”



PRC’s Sylvester Community Pillar Award, launched in 2017, is named after Sylvester James, Jr., a singer-songwriter most known for a string of 70’s and 80’s disco singles, including “You Make Me Feel (Mighty Real).” This song helped establish his career as an international disco and dance music performer, earning him the “Queen of Disco” title. An activist who campaigned against the spread of HIV/AIDS, Sylvester died in 1998 from complications related to the disease. In his will, Sylvester directed royalties from all future sales of his music to two San Francisco-based HIV/AIDS organizations: AIDS Emergency Fund (which merged with PRC in 2016) and Project Open Hand. Past recipients include Sheryl Lee Ralph, Donna Sachet, Gary Virginia and Frenchie Davis.

### **About Patti LaBelle**

With a career spanning six decades, the 76-year-old performer began her career as part of the Bluebelles and achieved national fame at the Apollo Theater in Harlem, New York. Later the group changed its name to Labelle and became the first Black pop group to play at the Metropolitan Opera House and was the first Black group to appear on the cover of Rolling Stone. In 1974, LaBelle reached the height of their fame with the release of their Nightbirds album and the smash single, “Lady Marmalade,” which vaulted to the top of the charts.

LaBelle launched her solo career in 1977 to critical acclaim, achieving her first solo GRAMMY nomination in 1980 for the ballad “The Best is Yet to Come.” She ruled the 80s and 90s airwaves with such hits as “New Attitude,” “Stir It Up,” “On my Own,” and “If You Asked Me To.” In 2009, she was inducted into the Apollo Theater Legends Hall of Fame. In 2017, she released her first jazz album, “Bel Hommage.” Most recently, LaBelle appeared in the popular TV series “American Horror Story” as well as “Dancing With the Stars” and “The Masked Singer.”

Beyond stage and screen, LaBelle has authored several books, including one dedicated to cooking for diabetics. Additionally, she is the creator of Patti's Good Life, a food and lifestyle line that's available at Walmart and other stores.

### **A Virtual Mighty Real Gala**

Participants at this year’s virtual gala can choose from four ticket options:

- Virtual Table (starting at \$2500) – Chat and mingle with your table before the main event with an exclusive pre-show virtual cocktail party with special entertainment.
- Dinner and show (\$200) – San Francisco and Oakland residents can tune in to the gala concert with dinner and wine delivered right to your door. Enjoy a three-course dinner from Absinthe Brasserie and Bar, along with a half-bottle of wine.
- The Out-of-Towner (\$200) – Participants living outside the San Francisco/Oakland area may tune in to the gala concert and receive a gift card to any Absinthe Group restaurant, including the Arlequin Wine Merchant, access to the online auction and more.
- Tune-In Only (\$100) – No need for dinner? No problem! Tune-in to the gala concert, with exclusive access to the livestreamed event, online auction and more.

This year’s corporate supporters include Chevron and Tito’s Handmade Vodka (Charter Level) and Genentech (Community Level).

For further information about this year’s Mighty Real Gala, visit PRC online at: [www.prcsf.org](http://www.prcsf.org) or email Jaron Caldwell at [jaron.caldwell@prcsf.org](mailto:jaron.caldwell@prcsf.org).

**MEDIA, PLEASE NOTE:** For more information or to request an interview, please contact David Cumpston at [PRC@landispr.com](mailto:PRC@landispr.com) / (415) 902-4461.

### **ABOUT PRC:**

PRC, a San Francisco-based nonprofit, helps people affected by HIV/AIDS, substance use or mental health issues better realize opportunities by providing integrated legal, social and health services that address the broad range of social risk factors that impact wellness and limit potential. PRC represents a combined 115-year history of service and serves approximately 5,000 clients annually. For more information, please visit [www.prcsf.org](http://www.prcsf.org)

**\*\*CALENDAR LISTING\*\***

## **Spend A Virtual Evening With Patti LaBelle at PRC's *Mighty Real Gala* on Friday, Nov. 7**

**WHAT:** [PRC's \*Mighty Real\*](#) gala goes virtual this year on Friday, Nov. 7 at 6 p.m. The annual event raises funds to support comprehensive services to the City's most vulnerable. Attendees will enjoy an evening of entertainment with the Godmother of Soul, **Patti LaBelle**.

**WHERE:** Online at [prcsf.org/mightyreal](http://prcsf.org/mightyreal)

**WHEN:** Friday, Nov. 7, 2020 from 6-7:15 p.m.

**WHO:** Attendees include:

- Vocal performance by **Patti LaBelle**, winner this year of PRC's Sylvester Community Pillar Award
- PRC's CEO **Brett Andrews**

**ADMISSION:** Tickets, starting at \$100, are available online [here](#).

For more information, visit PRC online at [prcsf.org](http://prcsf.org) or email Jaron Caldwell ([jaron.caldwell@prcsf.org](mailto:jaron.caldwell@prcsf.org)).

**MEDIA PLEASE NOTE:**

Editors interested in participating in PRC's virtual *Mighty Real Gala*, or to request an interview, please contact David Cumpston at [PRC@landispr.com](mailto:PRC@landispr.com).

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