

**FOR IMMEDIATE RELEASE - May 2004**

THE RICHMOND / ERMET AIDS FOUNDATION PRESENTS...



NORTHERN CALIFORNIA'S LARGEST ANNUAL ALL- STAR AIDS BENEFIT CONCERT

**MONDAY, AUGUST 2, 2004**

AT THE PALACE OF FINE ARTS THEATRE IN SF

THE RICHMOND / ERMET AIDS FOUNDATION is proud to present **HELP IS ON THE WAY X- BROADWAY and all that jazz** - The Tenth Anniversary Gala - Benefitting 5 Bay Area AIDS Service Agencies • BAY (Bay Area Young) Positives • Center for AIDS Services, Oakland • Meals of Marin • New Leaf: Services for Our Community • UCSF AIDS Health Project • Broadway Cares/Equity Fights AIDS -- Mon., **August 2 at THE PALACE OF FINE ARTS THEATER**, 3301 Lyon St. in SF. Pre-show Gala reception and extensive Silent Auction 5:30 - 7:30 pm - featuring complimentary hors d'oeuvres, martini & margarita bars, & wine tastings. **Performance at 8:00 pm.** Dessert & Wine Party with the cast 10:30 - 11:45 pm. Tickets \$150 and up. **Tickets for the performance only are \$ 75.** Doors open for the general public at 7:30 pm. **For Tickets call - 415/ 273 -1620.**

Visit our web site for additional info. [www.helpisontheway.org](http://www.helpisontheway.org)

The star studded line up for this year's gala feature stars from Broadway, Film, TV and the Recording Industry, including ( in alphabetical order):

- LUCIE ARNAZ:** Broadway (*SEESAW / LOST IN YONKERS*) / TV & film star  
**BRIAN BOITANO:** Olympic Gold Medal ice skating star  
**MARY JO CATLETT:** B'way (*HELLO! DOLLY / PAJAMA GAME*) TV star  
**FRANC D'AMBROSIO:** B'way (*SWEENEY TODD*) / STAGE (*PHANTOM*) / film star  
**CAROLE COOK:** Broadway (*RADIO GALS / 42ND STREET*) / TV star  
**NANCY DUSSAUT:** B'way (*CAROUSEL, SIDE BY SIDE BY SONDHEIM*) / TV (*TOO CLOSE FOR COMFORT*) star  
**JILL EIKENBERRY & MICHAEL TUCKER:** TV (*LA LAW*) / film stars  
**FLORENCE HENDERSON:** TV (*THE BRADY BUNCH*) stage (*THE SOUND OF MUSIC / SOUTH PACIFIC*) star  
**LUCY LAWLESS:** TV (*XENA: WARRIOR PRINCESS*), Broadway (*GREASE*) star  
**JANE LANIER:** B'way (*FOSSE / GUYS AND DOLLS / SWEET CHARITY*) star  
**MEG MACKAY:** Cabaret star  
**SEAN McDERMOTT:** B'way (*MISS SAIGON / STARLIGHT EXPRESS / GREASE*) star  
**VALARIE PETTIFORD:** TV (*HALF AND HALF / THE DISTRICT*) / Broadway (*FOSSE / SOPHISTICATED LADIES*) star  
**PAULA WEST:** CABARET, JAZZ STAR  
**MARY WILSON:** Recording star and original member of THE SUPREMES  
**THE LEADING LADIES:** all 3 played 'Christine' in *THE PHANTOM OF THE OPERA* on Broadway  
**CAST MEMBERS FROM "THE LION KING":** Broadway touring cast  
(as of 5/5/04- Cast subject to change)

To get photos of any of the performers go to

<http://www.richmondermet.org/rea10.1/presspage8-04.htm>

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**HELP IS ON THE WAY IX - RED HOT BROADWAY** is produced by The Richmond/Ermet AIDS Foundation, founded by Barbara Richmond and the late Peggy Ermet in memory of their sons, John Richmond and Doug Ermet, who both lost their lives to AIDS. In 1995 The two women decided not to get mad but get even when they launched a musical AIDS benefit to honor their sons by raising funds for AIDS service organizations. The Director is David Galligan, the Musical Director is Ron Abel, Executive Producers are Ken Henderson and Joe Seiler.

**CORPORATE SPONSORS:** Wells Fargo Bank - Continental Airlines - Providian Financial - ChevronTexaco - Charles Schwab & Co. - Allstate Insurance - Delta Dental Plan - Hilton San Francisco - Golden Gate Bank - Mt. Tamalpais Cemetery & Mortuary - 24 Hour Fitness - Steven Montes Special Events - Acme Scenery - Randall Schiller Productions - MAX - San Francisco Cuisine - Elevation Salon & Café - The Plush Room - Oakland Tribune/ANG Newspapers - KGO Radio - SF Station - Nob Hill Gazette - PlanetOut Partners/Gay.com - SF Goodworks - Spectrum Newspapers

**HOST LEVEL TICKETS:**

Host tickets range from \$150 and up, with increasing levels of benefits including listing in the programs, host seating, gala pre-show reception and post-performance dessert reception with the cast. An extensive silent auction precedes the show starting at 5:30 pm.

**GENERAL RESERVED SEATING (PERFORMANCE ONLY) are \$75.**

For tickets or additional information please visit our website

**[www.helpisontheway.org](http://www.helpisontheway.org) - or call 415/ 273 - 1620**

To arrange an interview with any of the performers, or with co-founder Barbara Richmond, or Executive Director Ken Henderson, please call publicist, Lawrence Helman at 415/ 661- 1260.

**CALENDAR EDITORS PLEASE NOTE:**

**WHAT:**

*THE RICHMOND / ERMET AIDS FOUNDATION presents...*

**HELP IS ON THE WAY IX - RED HOT BROADWAY**

**Northern California's Largest Annual AIDS Benefit Concert -  
Benefitting 5 Bay Area AIDS Service Agencies**

- **BAY (Bay Area Young) Positives • Center for AIDS Services, Oakland**
- **Meals of Marin • New Leaf: Services for Our Community**
- **UCSF AIDS Health Project • Broadway Cares/Equity Fights AIDS**

HELP IS ON THE WAY is a black-tie gala featuring stars from Broadway, film, TV and the recording industry. This three tiered event consists of a pre-performance black-tie reception for corporate sponsors and "Host" level donors, featuring fine wines from top CA wineries, special spirits bars, and hors d'oeuvres from SF's best restaurants & caterers; a Broadway-quality concert; and a post-performance champagne and dessert reception with the cast for sponsors and Host donors.

An extensive silent auction coincides beginning at 5:30 pm.

**WHEN:**

**August 2, 2004 - Monday**

**WHERE:**

**THE PALACE OF FINE ARTS - 3301 Lyon Street in San Francisco**

**SHOW**

5:30 -7:30 pm Pre-show Gala reception & extensive Silent Auction

**TIMES:**

featuring complimentary martini bars, wine tastings & hors d'oeuvres.

8:00 pm Performance

10:15 - 11:45 pm Post-show Champagne and dessert party with the cast.

Tickets \$150 – and up.(include post- performance reception with performers.)

**Tickets for the perf. only are \$50 /\$ 75.** Doors open for the general public at 7:30 pm

**TICKETS:**

For Tickets call - **415/ 273 - 1620**

**WEB SITE: [www.helpisontheway.org](http://www.helpisontheway.org)**

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