



Press Release

Maitri San Francisco Announces 23rd Annual Gala and Auction “BLISS 2010”

Fundraiser to include Stand-up Comedy Performance by Sandra Bernhard

SAN FRANCISCO, April 8, 2010 - [Maitri](http://www.maitrisf.org) San Francisco (www.maitrisf.org), the only AIDS-specific residential care facility in the San Francisco Bay Area, has announced its signature gala and auction, BLISS 2010. This year's event will take place on Sunday, May 2nd from 6-10pm at the Golden Gate Club in San Francisco's historic Presidio and will be headlined by leading stand-up comedian [Sandra Bernhard](#). The event will also feature a live auction led by celebrity designer [Carmen Marc Valvo](#) and include honorary host Mayor [Gavin Newsom](#).

At the height of the U.S. HIV/AIDS epidemic in the early 1990s, San Francisco had five AIDS hospices. Now, just Maitri remains and, with only 15 beds, there is a constant waiting list. BLISS helps raise essential funds for Maitri's program of compassionate care to people living with late-stage AIDS. Maitri continues to throw this yearly event in an effort to raise the funds needed to provide the type of care that each of us would like to receive at the end of our lives – care that is dignified, non-judgmental, and unconditional.

“Many nights, I sit at Maitri and spend time with our wonderful residents. We talk and laugh and recognize that the present moment is a most precious gift no matter what challenges might arise,” said Tim Patriarca, Executive Director of Maitri. “These residents know that at Maitri they will receive consistent around the clock compassionate care, enabling them to thrive regardless of their circumstances.”

“Maitri continues to be an essential community based agency committed to serving the special needs of people living with AIDS or HIV-related illnesses. The support and care from the dedicated staff is commendable and reflects the true San Francisco values of tolerance, acceptance and compassion for all people,” said Gavin Newsom, Mayor, City and County of San Francisco. “Making a contribution to this vital organization via purchase of a ticket or by volunteering will ensure some of our most vulnerable residents receive the care necessary to foster a quality of life full of love, kindness and friendship.”

BLISS 2010 is commemorating 23 years of compassionate care with superb cuisine, luscious libations, exciting live and silent auctions, exhilarating entertainment, and most of all, a wonderful gathering of

Maitri's friends and supporters. Food and beverages at BLISS 2010 will be provided by some of the Bay Area's most renowned restaurants: Anchor & Hope, Ann Kong (Maitri Chef), Annabelle's Bar & Bistro, Bi-Rite Creamery, Bocadillos, Chow, Garibaldi's On Presidio, Mas Empanadas, Pipérade, Town Hall, Salt House, Spruce, and Zaré at Fly Trap. Other sponsors include Blue Angel Vodka and Barefoot Wines.

"I am going to be a part of the Maitri BLISS 2010 Gala Event. Maitri is a hospice care facility for people living with AIDS. It's one of the few remaining," said comedian and actress, Sandra Bernhard. "We'll be auctioning off some fabulous things for this wonderful cause. I hope to see you there!"

Tickets are on sale now and are \$150 dollars for individuals and start at \$400 for sponsors. To purchase tickets, please visit <http://www.maitrisf.org/specialevents/index.htm#bliss> or contact Grant Sun at (415) 558-3003.

For regular updates, be sure to friend or follow Maitri on Facebook at <http://www.facebook.com/MAITRI.SF> and Twitter at <https://twitter.com/MaitriSF>.

About Maitri

Founded in 1987, Maitri is the only AIDS-specific residential care facility in the San Francisco Bay Area focusing on the underserved community of those dying of or severely debilitated by AIDS. This non-profit program is focused especially on those who might otherwise be without adequate resources and provides those individuals with hospice and 24-hour care. For more information, visit <http://www.maitrisf.org>.

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