

Debbie Reynolds and Ruta Lee
INVITE YOU TO ATTEND

The Chalians 55th Gala

Honoring

**MR. WONDERFUL
HUGH M. HEFNER**

AT THE PLAYBOY MANSION



THE EVENT

Celebrate at the Playboy Mansion, mingle with the stars, dine on a gourmet feast, participate in the silent and live auctions, and watch our star-studded show!

FEATURING...

(in alphabetical order)



Recording Artist
Joy Enriquez

Last Comic Standing
Felipe Esparza

Special Performance by
Crystal Harris

Impressionist
Rich Little

Musical Guests
**Christopher &
Kyle Massey**

Roastmaster General
Jeffrey Ross

...And an All-Star Lineup of Musical Guests



Billy Morrison
Billy Idol
The Cult

Matt Sorum
Guns N Roses
Velvet Revolver

Donovan Leitch
Camp Freddy
Nancy Boy

Mark McGrath
Sugar Ray

Steve Stevens
Billy Idol
Michael Jackson

Franky Perez
Scars On
Broadway
Slash

Grant Fitzpatrick
Darling Stilettos
Cherie Currie

Plus Additional Surprise Performances!

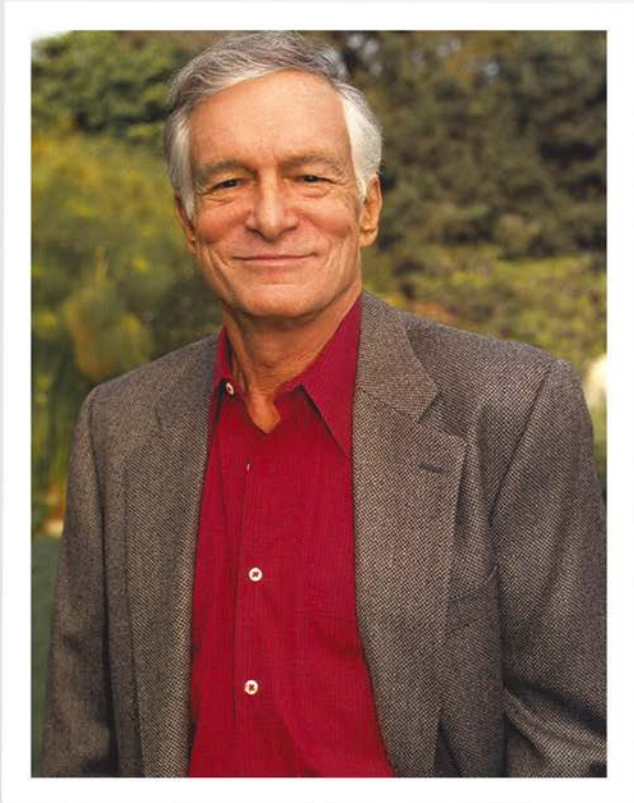
ABOUT THE THALIANS

The Thalians, led by President Debbie Reynolds and Board Chair Ruta Lee, have raised over \$30 million in support of Mental Health programs from pediatrics through geriatrics for diseases including: Autism, Alzheimer's, Bi-Polar Disorder, Schizophrenia, Phobias, Post Traumatic Stress Disorder, Depression and Addictions. The annual Gala selects its honorees for their contributions to the entertainment industry and their philanthropic endeavors. The Mr./Ms. Wonderful award was personally created and designed for The Thalians by Walt Disney himself and has become a most sought after celebrity award. The Thalians cause is Mental Illness, which affects more people than all other diseases combined.

HONORING

Hugh M. Hefner

**FOR A LIFETIME OF PHILANTHROPY
AND HIS 85TH BIRTHDAY**



ABOUT HUGH HEFNER

Hugh M. Hefner has profoundly influenced society for more than 50 years. His iconic publication inspired a media empire and one of the most recognizable brands in history. A long-time supporter of the arts, education, and the Hollywood film industry, Hefner's contributions include millions of dollars in gifts toward the UCLA Film & Television Archive and The Hugh M. Hefner Classic American Film Program, the USC School of Cinematic Arts and the preservation of the Hollywood sign. Throughout the years, The Mansion has become a place where hundreds of millions of dollars have been raised for charity and a destination for entertainment industry superstars around the world. *Hugh Hefner: Playboy, Activist and Rebel*, a documentary focusing on Hefner's humanitarian efforts, was released in 2010. See more at: <http://www.hmhfoundation.org>

PROCEEDS TO BENEFIT

Operation Mend

**HEALING AMERICA'S RETURNING SOLDIERS
MIND, BODY AND SPIRIT**



SPECIAL RECOGNITION
Timothy A. Miller, MD

ABOUT OPERATION MEND

Operation Mend is a unique partnership among Ronald Reagan UCLA Medical Center, Brooke Army Medical Center in San Antonio, Texas and the Veterans Administration of the Greater Los Angeles Healthcare System. Founded by Ronald A. Katz, Operation Mend was established to help treat U.S. military personnel wounded during service in Iraq and Afghanistan. Vietnam veteran, Timothy A. Miller, M.D., Professor and Chief Surgeon of the Division of Plastic and Reconstructive Surgery at the David Geffen School of Medicine at UCLA, leads the Operation Mend Surgery Program. The Thaliens are proud to present him with a special Medical Award. For additional information, please visit: <http://www.operationmend.ucla.edu>

Join Us for a Fabulous Party!

The Thaliens 55th Gala

AT THE PLAYBOY MANSION

SATURDAY APRIL 30, 2011

- 5:00 PM** Check in at Watts Tower to start your evening
and be driven to The Mansion
- 5:30 PM** Hosted Cocktails/Mansion Ground Tours/Silent Auction
- 7:00 PM** Gourmet Dinner/Live Auction
- 8:00 PM** SHOWTIME

Show Produced by Gilbert Adler

Superman Returns, Valkyrie, Tales from the Crypt, Ghost
Ship, and soon-to-be-released Dylan Dog

Music Production by Rodney "Darkchild" Jerkins

Grammy Award Winner & Season 10 "American Idol" Producer

Todd Schroeder

Conducting The Thaliens Orchestra

Honorees:

Hugh M. Hefner
Timothy A. Miller, MD

Attire: California Glamorous

RSVP: The Thaliens
310-423-1040 or lila@thaliens.org

Event Sponsors Include:



Event Chairs: Kira & Bob Lorsch

Event Co-Chairs: Shelley & Gary Hann

Ambassadors:

ABC7
Lois & Buzz Aldrin
Wallis Annenberg
Ann-Margret
Patricia & Bill Anton**
Tani & Bill Austin
Burt Bacharach
Joni Berry
Carol Burnett
Carol Channing
Marc Cherry
Phyllis Diller
Clint Eastwood
Sally Field
Joely Fisher
Tricia Leigh Fisher
Jerold Franks
Gloria & John Gebbia
Whoopi Goldberg
Sandy Krause**
Angela Lansbury
Gayle Levine
Marilyn & Harry Lewis
Kira & Robert H. Lorsch
Shirley MacLaine
Laura & David McKenzie
Paula Kent Meehan**
Liza Minnelli
Mary Tyler Moore
Judy & Lawrence Piro, M.D.**
Sir Roger Moore
Jean Martin Nelson
Hugh O'Brian
Eileen O'Neill
Margie Petersen**
Kenny Rogers
Mickey Rooney
Jaclyn Rosenberg**
Nancy Sinatra
Connie Stevens

Past Honorees:

Peter Ustinov
Jane Wyman
Jimmy Durante
Robert Preston
Harold Lloyd
Mary Martin
Lana Turner
Ed Sullivan
Shirley MacLaine
Busby Berkeley
June Haver
Gene Kelly
Fred MacMurray
Sammy Davis Jr.
Frank Sinatra
Ann-Margret
Lucille Ball
Carol Burnett
Debbie Reynolds
Van Johnson
Bing Crosby
Ann Miller
Bob Hope
Angela Lansbury
Dorothy Lamour
James Stewart
Rita Hayworth
Whoopi Goldberg
Count Basie
Liza Minnelli
Jack Lemmon
Donald O'Connor
Lena Horne
Kenny Rogers
Carol Channing
Sally Field
Ruta Lee
Mary Tyler Moore
America's Astronauts
Ladies of the Silver Screen
Marc Cherry
Connie Stevens
Tricia Leigh Fisher
Joely Fisher
Phyllis Diller
Burt Bacharach
Red Buttons
Sir Roger Moore
Clint Eastwood
Mickey Rooney

Event Committee:

Joe & Samantha Altzman
Robert Bernard*
Kathy Clements
Barbara Cohen-Wolfe*
Carmen DenDekker
Scott DeShong
Michael Habicht
Stephanie J. Hibler*
Rebecca Holden
Dan Klemuk
Ruta Lee* & Webb Lowe
Irwin Lehrhoff, Ph.D.
Scherr Lillico
Andrew McDonald*
Ida Myers
Lila Niles
Erin & George Pennacchio*
Debbie Reynolds*
Frank Sheffel*
Chauncey Smith
Ellen & David Snowden*
Sterling Tallman
Kathie Taylor
Brian Theobald
Lois Travalena

Special Thanks:

Neil Bagg
Don Buchwald & Associates
The RHL Group
Adam Krajchir
Jeannette Adler
Sherry Hackett
David Loftus
Bobbie Volman
Michael Selsman
Christie Anderson
Eric Denman
Thalians "Office Angels"
Rush Robinson
DJ Linney

* The Thalians Board Member
** The Thalians Governor

THE THALIANS

BOX 749, BEVERLY HILLS, CA 90213
www.thethalians.org

The Thalias 55th Anniversary Gala

RSVP – SPONSORSHIPS, TABLES and RESERVATIONS

Diamond Sponsor - \$50,000

Name included in printed materials as Diamond Sponsor, Diamond page in Commemorative Journal*, recognition from podium, one VIP Table for 10, inclusion in welcome and sponsor signage, 1 Drive-On pass for Playboy Mansion plus additional benefits.

Gold Sponsor - \$25,000

Name included in printed materials as Gold Sponsor, Gold page in Commemorative Journal*, one Gold Table for 10, inclusion in sponsor signage, and additional benefits

Silver Sponsor - \$12,500

Name included in printed materials as Silver Sponsor, Silver page in Commemorative Journal*, and one Table for 10.

Printing Sponsor - \$20,000 (one only)

Underwrites printing of Journal.

Name included as Printing Sponsor, 4 color page in Commemorative Journal*, listed in press releases and sponsor signage, 4 Gold Sponsor tickets to event.

Entertainment Sponsor - \$25,000 (one only)

Underwrites entertainment and music - excluding artist fees

Name included as Entertainment Sponsor on printed materials, sponsor signage, 4 color full page ad in Commemorative Journal*, 4 Gold tickets to event.

Décor/Floral Sponsor - \$15,000 (one only)

Underwrites floral and stage decor

Name included as Decor Sponsor on printed materials and sponsor signage, Full Page Ad in Commemorative Journal*. Also includes 2 Gold Sponsor tickets to event.

Auction Sponsor - \$10,000 (one only)

Underwrites cost of décor and auctioneer.

Name included as Auction Sponsor on printed materials and sponsor signage, Full Page Ad in Commemorative Journal* and 2 Gold Sponsor tickets.

Military Sponsor - \$10,000 (multiple)

Underwrites 10 vets to attend the event.

Name included as Military Sponsor in Journal and on sponsor signage. Includes Full Page Ad in Commemorative Journal* and 2 Silver Sponsor tickets.

Bunny Sponsor - \$2,000 (multiple)

Bunnies will be on hand to provide tours of the grounds, pose for photographs, and assist in the raffle

Name included as Bunny Sponsor on printed materials, sponsor signage, and Commemorative Journal*, and one (1) ticket to attend the event – plus a photo with your bunny!

***NOTE: DEADLINE TO RECEIVE ALL JOURNAL ADS – Monday, April 11th.**

Call **310-423-1040** to place an ad or for additional information on other advertising opportunities.

INDIVIDUAL TABLES and TICKETS:

Diamond Table of 10 - \$50,000

Gold Table of 10 - \$25,000

Silver Table of 10 - \$12,500

Tickets ___ @ \$5,000 each

Tickets ___ @ \$2,500 each

Tickets ___ @ \$1,250 each

RSVP by April 22, 2011 • TABLE SEATING IS LIMITED AT THE EVENT.

The following tickets will offer admittance and all other benefits of the event, however you will not receive an assigned seat at a dinner table.

Friend ___ @ \$1,000 each

SORRY, we cannot attend but have enclosed a donation in the amount of \$_____

ALL PARKING WILL BE AT WATTS TOWERS – DIRECTIONS ENCLOSED.
NO ONE WILL BE ALLOWED TO DRIVE ONTO MANSION GROUNDS.

PLEASE LIST YOUR INFORMATION and
ALL INDIVIDUAL GUEST NAMES ON REVERSE SIDE

THE THALIANS

55th Anniversary Gala

HONORING *Hugh M. Hefner* FOR A LIFETIME OF PHILANTHROPY

SPECIAL PRESENTATION: Timothy A. Miller, M.D. / UCLA OPERATION MEND

BENEFITING: THALIANS MENTAL HEALTH - and - UCLA OPERATION MEND

Saturday, April 30, 2011 – 5:30 pm • Playboy Mansion West

R S V P

RSVP

Name _____ Title _____
Company _____ Phone _____
Address _____ Fax _____
City/State/Zip _____ Email _____ @ _____

Listing for printed materials _____
(Please print your name or company exactly as you wish it to appear on the event printed materials)

Please charge \$ _____ to my: ___ Visa ___ MC ___ Amex
_____ Exp ____ / ____
Signature _____ CVV# _____

Enclosed please find our check payable to: **THE THALIANS**
(FEDERAL TAX ID #95-1908711) P.O. Box 749
Beverly Hills, CA 90213

RSVP by April 22, 2011

Info: (310) 423-1040 • Fax 310-423-0454
lila@thalians.org

Guest's Names:

Social Service Information on File