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**GREATER HOLLYWOOD TO HOST THE HOMELESS**  
**4<sup>th</sup> Annual Event Expected to Help More Than 800 Homeless**

(LOS ANGELES/HOLLYWOOD) – Project Y!MBY (Yes! In My Backyard) is mobilizing neighborhoods with targeted outreach to provide immediate housing and services for the homeless population of Hollywood and West Hollywood. The 4<sup>th</sup> Annual Hollywood event will begin with Project Y!MBY Connect Day on Thursday, June 25th (8am- 4pm) at the Music Box Fonda Theatre, located at 6126 Hollywood Blvd., Hollywood, CA, 90028.

Like a social service “expo,” YIMBY Connect Day will gather more than 60 local public and private service providers and more than 250 volunteers for one day of intensive outreach and engagement services. People who are homeless will gain access to everything from haircuts and foot care to medical examinations, counseling and housing services from across the greater Hollywood area. The event drew an estimated 500 homeless individuals in 2008, and is expected to reach more than 800 homeless this year. The increased number of homeless individuals expected this year is due in part to the recession.

“The struggling economy has had a staggering effect in almost every community across Los Angeles County,” said Joel John Roberts, CEO of PATH Partners. “Early indications predict we will see many new faces, including those who may not be living on the streets but rather on the edge of homelessness.”

Local government officials will kick-off the event, announcing a new campaign to partner with local landlords in Hollywood. The campaign is expected to educate landlords about the many benefits of renting to homeless individuals while helping the community reduce the number of people living on the streets.

Project Y!MBY Connect Day is a component of Project Y!MBY, a grass-roots community mobilization initiative geared towards helping communities develop coordinated responses to end homelessness in Hollywood. Project Y!MBY generates positive mobilization for national and regional strategies towards ending homelessness, and transforms those strategies into activities on a neighborhood level.