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**Celebrity Guests and Business Leaders Join UNCF's Annual Mayor's Masked Ball
Los Angeles to Benefit Students and Education**

Legendary Recording Artist Sheila E to Perform

Los Angeles, CA, (February 24, 2014) – UNCF (United Negro College Fund), the nation's largest and most effective minority education organization, will host the third annual *UNCF Mayor's Masked Ball Los Angeles* on **Saturday, March 15, 2014** at the Millennial Biltmore Hotel. The event begins at 7 p.m. and proceeds from the night will go to support UNCF students in the Los Angeles area and around the country. Edison International's Chairman, President and CEO Ted Craver and actor, author and philanthropist Hill Harper will be honored at the Ball. Los Angeles Mayor Eric Garcetti will be present for special remarks and recognition by Dr. Michael L. Lomax, president and CEO of UNCF.

"The UNCF Mayor's Masked Ball is a chance for anybody who values students and education to have a great time supporting a great cause," said Lomax. "UNCF is grateful to Mayor Garcetti and the Los Angeles community for making our cause their priority. The investment in a better future for our students and our community is one we cannot afford to pass over. The funds raised at this event will produce college graduates that will pay dividends for the city of Los Angeles and the country."

"The UNCF Mayor's Masked Ball brings together Los Angeles leaders who are committed to education and to helping the next generation of doctors, teachers, lawyers, engineers, business executives and entrepreneurs get the education they need to compete in a global economy," said Curtis Silvers Jr., UNCF area director, Los Angeles.

Craver is chairman, president and chief executive officer of Edison International, the parent

company of Southern California Edison, one of the nation's largest electric utilities, Edison Energy and Edison Mission Group (EMG). He was elected chairman and CEO in August 2008.

Under Craver's leadership, Edison International has made support for higher education, particularly programs that help students excel in the fields of science, technology, engineering and math (STEM), one of its priority giving areas. In 2013, Edison contributed \$10.7 million to support education programs and scholarships to help underrepresented students pursue degrees in the STEM fields.

Craver serves on numerous boards, including the Board and Executive Committee of the Edison Electric Institute; the Board of Trustees of the Autry National Center and the California Board of Trustees of The Nature Conservancy.

Humanitarian, actor, author, health and wellness ambassador/educator and philanthropist, Harper is most recognizable for his starring role in the hit television drama "CSI: NY," where he played the eccentric Dr. Sheldon Hawkes from 2004 to early 2013. Prior to "CSI: NY," Harper co-starred in "The Handler" and can currently be seen on USA Network's "Covert Affairs."

In addition to his performing career, Harper has authored four New York Times bestsellers: "Letters to a Young Brother," "Letters to a Young Sister," "The Conversation" and "The Wealth Cure." In an effort to stop the high school dropout rate of underserved youth, Harper created the Manifest Your Destiny Foundation, dedicated to empowering, encouraging and inspiring youth to succeed through mentorship, scholarship and grant programs. In August 2012, President Obama appointed Harper as a member, President's Cancer Panel.

Toyota Motor Sales, USA, Inc. returns for the third year as the founding sponsor of *UNCF Mayor's Masked Ball* along with American Airlines, the exclusive airline for the event. This year's ball co-chairs are George Gibbs of UPS and Carol Jackson of Macy's.

Los Angeles' third annual *UNCF Mayor's Masked Ball* has become the premier fundraising event for UNCF Los Angeles and is expected to attract more than 500 attendees from across the community, including elected officials, corporate and civic leaders, sports figures, entertainers

and loyal donors. This year's festivities will start with a VIP reception, followed by the signature Parade of Stars and Dignitaries, an elegant dinner and finally The Parade of Masks presented by Mattel. Dancing will follow with musical entertainment provided by the Grammy-nominated recording artist and percussionist Sheila E.

Individual tickets to the UNCF Mayor's Masked Ball can be purchased for \$500. A limited number of corporate sponsorships are still available. To purchase tickets or get sponsorship information, contact the UNCF - Los Angeles area office at (213) 639-3800.

ABOUT UNCF: UNCF (United Negro College Fund) is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports more than 60,000 students at over 900 colleges and universities across the country. UNCF supports education through scholarships and other programs, by supporting its 37 member colleges and universities, and by advocating for the importance of minority education and college readiness. UNCF institutions and other historically black colleges and universities are highly effective, awarding 20 percent of African American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment and curriculum and faculty development programs. The UNCF logo features the torch of leadership in education and UNCF's widely recognized motto, "A mind is a terrible thing to waste."[®] Learn more at www.uncf.org.