

NEWS

For Immediate Release



Paint the Town with Hope!

Atlanta Art Event Raised \$100,000 for Children's Healthcare of Atlanta and Pure Imagination

Atlanta, GA (Feb. 8, 2011) – On January 22, 2011, The Melting Pot in Atlanta hosted the 3rd annual *Paint the Town* charity event at Vinings Gallery to benefit two local children's charities: Children's Healthcare of Atlanta and Pure Imagination. Guests experienced the artistic innovations of **Denard Stalling** and **Pamela Sukhum** and sampled wines from the private cellar of **The Melting Pot** owner and sommelier, Mark Gunn and tasty gourmet cuisine by **C.H.E.F {Creative Hands, Epicurean Fare}**. Through an impressive list of silent auction items, as well as a live auction with items ranging from all-inclusive vacations to a live painting by Sukham (sold to highest bidder for \$14,000), the one night event raised nearly **\$100,000**.

About Children's Healthcare of Atlanta

Children's Healthcare of Atlanta, a not-for-profit organization, is committed to enhancing the lives of children through excellence in patient care, research and education. Managing more than half a million patient visits annually at three hospitals and 16 neighborhood locations, Children's is one of the largest clinical care providers for children in the country. Children's offers access to more than 30 pediatric specialties and is ranked among the top children's hospitals by *Parents* magazine and *U.S. News & World Report*. Visit www.choa.org for more information.

About Pure Imagination

Pure Imagination, which launched Spring 2010 from the inspiration of Mark and Layla Gunn is a 501(c)(3) non-profit organization. The vision of the group is built around three core values. Pure Imagination encourages GENEROUS CHILDREN to form lifelong friendships with other children that are chronically or terminally ill by SHARING EXPERIENCES allowing these children to escape hospitals, protocols, intense scheduling and difficult daily challenges and EMBRACE HOPE by creating lasting memories beyond their imagination. Pure Imagination is now accepting nominations for qualified children. For more information on nominating a child, making a donation or scheduling a fundraiser, please visit us online at www.pure-imagination.org.

About The Melting Pot

At The Melting Pot, fondue becomes a memorable, four-course dining experience where patrons can dip into something different. Guests enjoy a choice of four flavorful fondue cooking styles and a variety of unique entrées combined with special dipping sauces. The menu also includes creamy cheese fondues, lively salads, fine wines and mouthwatering chocolate fondue desserts. The Melting Pot's four locations in the Atlanta area include The Melting Pot in Roswell, located at 1055 Mansell Road, Roswell, Ga. 30076, 770.518.4100; The Melting Pot in Duluth, located at 3610 Satellite Blvd NW, Duluth, Ga. 30095, 770.623.1290; The Melting Pot in Kennesaw, located at 2500 Cobb Place Lane, Suite 800, Kennesaw, Ga. 30144, 770.425.1411 and most recently The Melting Pot in Midtown, located at 754 Peachtree Street NE between 4th and 5th streets, Atlanta, Ga. 30308, 404.389.0099. For additional information or to make reservations at The Melting Pot, please visit the company's website at www.themeltingpot.com.

#

Media Contact:



The Reynolds Group Inc

Alyssa Jones

v. 404-888-9348

f. 404-888-9349

tf. 877-231-1568

Alyssa@thereynoldsgroupinc.com