

NEWS

For Immediate Release



Atlantans Gather to Paint the Town

Fourth Annual Event Raises Nearly \$100,000 for Beloved Children's Charities

ATLANTA (November 2012) – On Saturday, November 3, The Melting Pot Atlanta owners Mark and Layla Gunn hosted the fourth annual Paint the Town charity event, raising nearly \$100,000 to benefit local children's charities: Children's Healthcare of Atlanta and Pure Imagination.

Guests gathered at the Vinings Gallery to enjoy signature cuisine from acclaimed chef Kevin Rathbun of Rathbun's along with wines carefully selected by The Melting Pot's sommelier Mark Gunn. Completing the Paint the Town experience, guests took in the gallery's acclaimed collection of artwork, including the prized works of renowned featured artist Christopher M who was on hand to speak with patrons about his work and even treated event goers to watch as he completed a painting live at the event.

Through an impressive catalog of silent auction items, as well as live auction items and unique paint can "grab bags," the event was able to bring in close to \$100,000 for the fourth year in a row. Throughout the past ten years, the Gunns have raised more than \$800,000 for local and national charities, more than \$400,000 of that coming from Paint the Town events.

"We are humbled by the support our guests continue to show for Paint the Town and our commitment to both Children's Healthcare of Atlanta and Pure Imagination," said the Gunns. "We are grateful to be able to pass along this generous donation and hope that we are able to keep the tradition alive for years to come."

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*. With generous philanthropic and volunteer support, Children's has made an impact in the lives of children in Georgia, the United States and throughout the world. 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.

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