



**CONCERN  
FOUNDATION FOR  
CANCER RESEARCH  
39TH ANNUAL  
BLOCK PARTY**

CELEBRATING  
**BESTOFLA2013**  
*Los Angeles*  
MAGAZINE



The 39th annual Concern Foundation Block Party was held on Saturday July 13th at Paramount Pictures Studios in Hollywood. Because of this event and the contributors and donors, an astounding \$1.6 million was raised to support cancer research. The Concern Foundation is proud of this remarkable figure which represents a \$130,000 increase over the amount raised in 2012. Since inception in 1968, the Concern Foundation has raised over \$51 million for cancer research.

Big Band featuring Tom Nolan, Captain Sugarman and the Space Cadets, and D'City Sound featuring DJ Dwayne. Hollywood celebrities and classic film and television footage could be seen from all angles of the party. Guests also enjoyed interactive activities like games and photo booths, a live auction featuring vacation packages with airfare from American Airlines, and a silent auction with everything from wine & dinner packages to spa and beauty treatments.

The Saturday night event showcased nearly 70 restaurants and caterers who provided a "taste" of their culinary specialties. The theme of the 2013 event, A SALUTE TO TELEVISION, honored TV pioneers Ava and Chuck Fries. The "New York" backlot at Paramount Pictures Studios was transformed into an energized block party where some 4,000 guests enjoyed food, drinks, and entertainment on four different stages. Some of the performers who rocked the night included: Paul McDonald

*Los Angeles* magazine, the media partner for 8 years running, outfitted the Best of LA® street with casino style gaming and cocktails sponsored by TANQUERAY®, the brand new 2014 Cadillac CTS and ATS, body assessments and massages from Equinox, a Vdara photo booth, a Stella Artois Beer Garden, artisan coffee and tea from Grand Avenue Coffee and samples from Clif and Luna bar. With the support of these sponsors, *Los Angeles* magazine donated \$25,000 to Concern Foundation.



**This page,** top to bottom, left to right: *Los Angeles* magazine's Best of LA® street; Concern Foundation President Derek Alpert; 2013 Honorees Chuck and Ava Fries  
**Opposite page,** top to bottom, left to right: attendees helped raise over \$1.6 million; guests admired the all-new 2014 Cadillac ATS; attendees sampled new Stella Artois Cidre in the Beer Garden; the specialty water bar by Equinox; friends smile for the camera; TANQUERAY® served four signature cocktails throughout the evening; the TANQUERAY® casino was a hot spot; *Los Angeles* magazine Publisher Erika Anderson presents a \$25,000 check to Concern Foundation; guests dance the night away; the all-new 2014 Cadillac ELR; a Lawry's chef carving samples for guests; striking a pose in the Vdara photo booth

## Participating vendors

### Restaurants

Akasha, Bar Hayama, BLVD 16, Breadbar, California Sushi Academy, Casablanca Restaurant, Chaya Restaurants, Clif/Luna Bar, Factor's Famous Deli, Fogo de Chao, Herb Alpert's Vibrato Grill & Jazz, Il Cielo, Lawry's Catering, Lenny's Deli, M Café, Malo y Mas Malo, Maria's Italian Kitchen, Marino Ristorante, Marmalade Café, Mr. Ardi's Catering, Pink's Famous Hot Dogs, Porta Via Bistro Bar, Public School on Tap, Rosti Tuscan Kitchen, Samba Brazilian Steakhouse, Savore Cuisine and Events, Seasons 52, Slater's 50/50, Someone's In the Kitchen, State Social House Stonefire Grill, Sushi Roku, TAKE A BAO, Tanino Ristorante & Via Alloro Restaurant, Tavern, The Capital Grill, The Glendon Bar + Kitchen, The Grill on the Alley, Tinga

### Beverages

Adam Carolla's MANGRIA, Asahi Beer U.S.A., Inc., Casa Torelli Wines, CocaCola Products, Fireman's Brew, Grand Avenue Coffee, Michelob Ultra, Nestle /Arrowhead Waters, Pasquini Espresso Co., Reed's All-Natural Ginger Ales, Stella Artois, TANQUERAY® London Dry Gin, Tito's Handmade Vodka, Veev, Açai Spirit, Ventura Limoncello Company, Weaver's Coffee and Tea, White Lion VSOA

### Desserts

B.Y.O. Cupcakes, Cookies for a Koz, Dandy Don's Homemade Ice Cream, DeLuscious Cookies & Milk, Duverger Macaroons, Gluten Free Goddess, L.A. Creamery Artisan Ice Cream, Michéle La Porta, Rita's Italian Ice, The Bistro Garden Soufflés, The Fry Girl Inc, Z Confections

