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FOR IMMEDIATE RELEASE:

**AUEN FOUNDATION AWARDS \$12,500
TO THE GOLDEN RAINBOW CENTER**

Palm Springs, Calif. (September 28, 2010) –Thanks to a generous \$12,500 grant from the Auen Foundation, The Golden Rainbow Center (GRC) will expand its programs and services focused on the Lesbian, Gay, Bisexual and Transgendered (LGBT) senior community.

Programs provided by GRC range from holistic wellness and counseling services to social support activities, with the goal of fostering pride and aging with dignity. Funds will be used to hire a seasoned, experienced volunteer coordinator to facilitate programs at GRC.

“We saw the incredible need for facilitator, and we wanted to help,” explains Catharine Reed, who through the Auen Foundation, seeks opportunities to enrich the quality of life for the aging population in the Coachella Valley. “It takes many people giving what they can to make a difference in the lives of others. We believe by supporting the center in this way, it can perpetuate additional volunteer help there, which the center depends on.”

The GRC, a member of SAGE (Services and Advocacy for GLBT Elders), provides more than 60 programs for the LGBT community, focusing on providing access to health and human services to seniors within that community.

“We are extremely grateful for the gift presented to us by the Auen Foundation,” said Harvey Stern, President of the Golden Rainbow Center. “Members of the Auen Family are true humanitarians. We are so happy to call them friends in our mission.”

The Auen Foundation is a private foundation that allocates grants to organizations that operate exclusively for charitable and educational purposes. The Foundation funds innovative programs designed to enrich the lives of the elderly.

For more information about the Auen Foundation, go to www.auenfoundation.org.

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About the Auen Foundation:

Established in 1992, The Auen Foundation primarily supports innovative programs that enrich the quality of life for the elderly and aging, especially in the areas of intergenerational involvement, healthy aging, quality end of life and care giving issues.

About The Golden Rainbow Center

The Golden Rainbow Center is non-profit 501(c)(3) public charity which solicits support from State of California, Riverside County, the Coachella Valley, and from individuals, foundations, businesses and public entities. – EIN # 33-0937301 – Contributions are tax deductible to the fullest extent of the law.