



Housing Authority of the City of Los Angeles

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Douglas Guthrie
President & CEO

The Kardashian Family and Non-Profit Red Eye Join HACLA for the Grand Opening of the Watts Empowerment Center

Los Angeles - The Housing Authority of the City of Los Angeles (HACLA), non-profit organization Red Eye, the Kardashian family along with the Imperial Courts families gathered to celebrate the grand opening of the Watts Empowerment Center. This place-based program will provide robust youth and young adult opportunities throughout the year. The ribbon cutting ceremony took place at Imperial Courts public housing development in Watts.

"We are thrilled to have Red Eye as our partner and are excited to work with them," said HACLA President and CEO Douglas Guthrie. "Red Eye brings a wealth of experience, passion and dedication to the Watts community and Imperial Courts. The programing and services proposed by the new Watts Empowerment Center will deliver lasting opportunities for our youth."

Red Eye's relationship with families of Imperial Courts began over 12 years ago. They have invested in the community through various programs such as weekly mentorship and after school tutoring.

"No child's future should be defined by their zip code. We have incredible programs planned for the Watts Empowerment Center designed by and with the community in mind. These programs will aim to unlock the mind, engage the heart, activate the body, and inspire the soul. Together, we are creating a better tomorrow, today," said Red Eye Executive Director Justin Mayo.

"These kids all deserve the tools to excel in life. They should have a safe place to grow and be inspired. I'm pleased that our family can support this cause," said Kris Jenner. "I have worked with the Red Eye team for years and I knew with them that these kids would be in great hands. Red Eye's Executive Director Justin Mayo has so much heart, passion and a visionary commitment to giving this community a chance for a better future."

In order to develop and implement the programs at the new Watts Empowerment Center, Red Eye started the fundraising campaign to reach the goal of \$500,000 for the new Watts Empowerment Center. The Kardashian family contributed to the fundraising efforts by promoting this cause on their social media platforms and helped to raise over \$100k for the Watts Empowerment Center. Some of the programs and opportunities for the new Watts Empowering Center include: SAT/GED tutoring, entrepreneurship, design, music production, gardening, art therapy, health and nutrition, athletics and opportunities for educational fields trips to Snapchat, Disney Animation studios, KTLA, Caltech and much more.

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About HACLA

The Housing Authority of the City of Los Angeles (HACLA) is one of the nation's largest and leading public housing authorities, providing the largest supply of quality affordable housing to residents of the City of Los Angeles. HACLA provides affordable housing to over 82,000 households and offers a range of programs specifically for low income homeless, disabled, families and seniors in programs such as: Project-Based Permanent Supportive Housing Program, HUD – Veterans Affairs Supportive Housing Program, Homeless Program, Tenant Based Supportive Housing Program, Homeownership Program, Housing Opportunities for Persons with Aids (HOPWA), Shelter Plus Care – Continuum of Care Program, Moderate Rehabilitation for Single Room Occupancy.

About Red Eye

Red Eye is a 501©3 non-profit with global chapters in L.A., N.Y.C., Las Vegas, London, Paris and Sydney. For the past 11+ years, Red Eye has been at the forefront of creative community engagement throughout Los Angeles and the world. The non-profit is made up of over 5,000 active volunteers representing over 270 business professions. Red Eye has an extensive network of business partnerships which include universities, entertainment and sports industries and business entrepreneurs. The organization works tirelessly to advance and support the underserved population to make a lasting impact in the communities they serve.

For more information, visit redeye.org and youthmentor.org

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