



# Beverly Hills Entrepreneur *Simin Hashemizadeh* hosts a Grand Opening at her new South Bay Surgical Center in Torrance, California

By Suzanne Takowsky

A fabulous, fun and sunny Sunday afternoon was enjoyed as the Red Carpet rolled out for the Grand Opening of the new South Bay Surgical Center in Torrance, California. South Bay Surgical Center owner, Simin Hashemizadeh greeted more than 200 guests as they walked around the lavish Center, met physicians on staff, and got in the party mood with live music, bottles of chilled champagne and an incredible feast of yummy gourmet food. What was intended as a three hour Grand Opening afternoon party ran into the early evening as guests lingered and mingled with nobody in

a hurry to go home. A premier business entrepreneur in Southern California, Hashemizadeh has emerged a star in her own right lending her name, time and effort to many well-known charities in Los Angeles, helping raise thousands of dollars for the homeless and those in need of medical assistance, but without funds. The Grand Opening of the South Bay Surgical Center just off the 405 in Torrance, represents the fourth facility Hashemizadeh has opened in the past 18 years. Her other medical centers are located in Beverly Hills, Encino and San Pedro and represent a broad range of medical specialties from Plastic Surgery to Orthopedics, Lap Band, Weight Loss, Laser, SlimLipo, Gastroenterology, and other "Must-Have" for the beauty conscious L.A. crowd. Hashemizadeh brings the glamour and opulence of her Beverly Hills South Pacific Surgical Center to all of her facilities, and her new Torrance location is no exception. The polished elegance and effort she has put forth is evident from the moment you step off the elevator into the plush waiting room filled with antiques, beautiful dark wood furnishings, original paintings and physician/client rooms—all specially designed to make patients feel comfortable and at ease.

Guests at the Grand Opening not only enjoyed ice carvings, living statues, live entertainment and sumptuous food, but got to meet many of the physicians, nurses, and office staff. The new Torrance facility is located in the landscaped lush gardens in the Madison Park Medical Center, at 3511-3525 Pacific Coast Highway. I was astonished to see the effort put forth to make it feel more like a resort than a hospital. Between the facilities and ambiance—all Five Star—and with many of Beverly Hills and Los Angeles' top surgeons on her team, clients are assured of real Beverly Hills star treatment!

VIPs included former Universal Executive/Producer, Thom Mount; NBA star DJ Mbenga; actress Tracey Bingham; Producer/Director Mark Harris and others. During the packed event Hashemizadeh announced that her annual *Invitation-Only* Christmas Charity Ball would take place on Saturday, December 3, 2011 at the W Hotel, in Hollywood. Proceeds benefit the not-for-profit Urban Born Youth Center, its After School Programs and One Million Gifts Now.

"With the growth of my own business and goodness and love I have from family and friends comes giving back to those less fortunate; something we should do especially now when so many are experiencing difficult times," Hashemizadeh said. For her Holiday event she's teamed with



Suzanne Takowsky, Beverly Hills Times magazine interviewing Simin Hashemizadeh for television

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Richard Halpern as Austin Powers



Simin & Mark Harris

legendary entrepreneur and music mogul Percy Miller (aka "Master P." Together they will host the exclusive Red Carpet ball. Beverly Hills-based, Miller strives to remain connected and involved in the heart of communities most in need. At Christmas and always, his hands on approach gives hope to at-risk children by offering programs to educate, rehabilitate and give supportive tools to inner-city children and their families. Teaming with like-minded Hashemizadeh was a natural fit.

"We are both passionate about giving back and making a difference in the lives of at-risk children in our inner-cities," said Miller. "Reaching out to kids by giving them support and tools they need is key to their future and to solving issues that plague our urban communities. Getting people involved in the Urban Born Movement on how they can make a difference is a personal goal of mine." Urban Born is a 501(c)(3) nonprofit organization founded in 1999 by Johnel Langerston to create and build a paradigm shift in urban communities nationwide through cause-and-effect programs, interactive multimedia content, seminars, and educational programs for elementary and middle school children. Urban Born services are free of charge. The Center is in the "heart of the hurt" at 1782 N. Spring Street, Los Angeles, CA.

Hashemizadeh said, "Percy and I are working together on this because we support the same goals: to help children achieve the best futures we adults can offer. We are committed to making certain that no child is left behind. We can achieve that with charitable work in inner-city areas that need our help."

Visit: [www.urbanborn.org](http://www.urbanborn.org)



Simin & NBA player DJ Mbenga.



Simin & Torrance City Councilman Bill Letherland, Delegate to the League of CA Cities, LA County



Vincent Ward, "Master P" Percy Miller, Simin & Thom Mount