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FOR IMMEDIATE RELEASE – **May, 2025**

<https://www.reaf-sf.org>

For press materials and hi-res color press photos, visit:

<https://www.reaf-sf.org/help-xxxi-press-page.html>

FACEBOOK: <https://www.facebook.com/events/2052288362207586>

The Richmond / Ermet Aid Foundation presents...

Help Is on The Way: BROADWAY & BEYOND

31st Anniversary Concert & Gala

Sun., July 20, 2025 - 7:30 pm

Marines' Memorial Theatre - 609 Sutter St. (at Mason St.) San Francisco 94102

- A Benefit for: PROJECT OPEN HAND and REAF'S SMALL EMERGENCY GRANTS PROGRAM

6:30 pm: Limited silent auction in theater lobby

7:30 pm: Performance

9:45 pm: VIP After Party with the cast at the BEACON GRAND HOTEL

- 450 Powell St. (at Sutter St.) in SF (formerly Sir Francis Drake)

Including in Alphabetical Order (scheduled to appear as of 5/4/25)...

LEANNE BORGHESI, JASON BROCK, GARRETT CLAYTON, JULIE GARNYE,

SAM HARRIS, BRUCE VILANCH, LISA VROMAN, PAULA WEST,

and the Broadway touring cast of “& Juliet”*

"Help is on the Way" is Northern California's largest annual benefit concert benefiting HIV/AIDS and hunger programs. It's an elegant evening of music, delicious food & beverages tastings and, most of all, fun.

Tix:

\$45 Reserved, Performance only/ Balcony tickets

\$65 Reserved, Performance only/ Dress Circle tickets

\$150 Reserved, Performance & VIP After Party/ Orchestra tickets

\$500 & up: VIP & Gala Individual Sponsor Tickets

TICKETS: <https://Help31Gala.eventbrite.com>

For tickets or additional info, please visit our website: <https://www.reaf-sf.org>

* Songs from “& Juliet” will not be performed.

“& Juliet” plays at the Orpheum Theatre 1192 Market St. in SF July 1- 27, 2025.

The 2025 star-studded Cast for this year's gala feature stars from Broadway, Film, TV and the music industry, including (*in alphabetical order... as of 6-5-24*):

LEANNE BORGHESI - Grammy Award-winning recording star

JASON BROCK - Top 10 from X-Factor / Cabaret star

GARRETT CLAYTON, TV (*Hairspray Live*)/FILM (*King Cobra*) star

JULIE GARNYE - Broadway Star (*Light in the Piazza*, *Wicked*)

SAM HARRIS – *Star Search* Grand Champion/ Broadway star

BRUCE VILANCH – Broadway (*Hairspray*)/TV star/comedian

LISA VROMAN - Broadway Star (*Phantom of the Opera*, *Les Miz*)

PAULA WEST - Jazz / Cabaret Star

CAST MEMBERS from the BROADWAY TOURING CAST of “& JULIET”

BIO LINK: <https://www.reaf-sf.org/help-is-on-the-way-xxx-press-page.html>

Musical Director – CESAR CANCINO

Producers: - KEN HENDERSON & JOE SEILER

The **Help Is on The Way: BROADWAY & BEYOND 31st Anniversary Concert & Gala** on Sun., July 20, 2025 at 7:30 pm is a milestone to be celebrated. When **Ken Henderson** and **Joe Seiler** began the Richmond / Ermet Aid Foundation in 1995 and producing these concerts, they could not have imagined how many lives have been affected, touched and made better due to their ability to bring the community, performers and the many beneficiaries together to give back and raise money for a myriad of worthy causes. To date REAF has raised well over \$4.5 million dollars to support AIDS/HIV services, hunger programs and programs for homeless and disenfranchised youth and seniors. In those 30 years, all of the performers and volunteers have donated their time and talents to be part of this philanthropic organization. All of the money generated by ticket sales have always gone directly to the beneficiaries.

To arrange interviews with any of the performers, or with REAF Exec. Director Ken Henderson, call or email publicist, Lawrence Helman: 415-336-8220 heytheresells@gmail.com

The Marine's Memorial Theatre is wheelchair accessible.

HELP IS ON THE WAY 31st ANNIVERSARY Is produced by The Richmond/Ermet Aid Foundation, founded by the late Barbara Richmond and Peggy Ermet in memory of their sons, John Richmond and Doug Ermet, who both lost their lives to AIDS. In 1995, the two women decided not to get mad but get even when they launched a musical AIDS benefit to honor their sons by raising funds for AIDS service organizations. To date REAF has raised well over \$4.5 million dollars to support AIDS/HIV services, hunger programs and programs for homeless and disenfranchised youth.

INDIVIDUAL SPONSOR TICKETS:

VIP Individual Sponsor level tickets start at \$350 and include VIP seating plus the VIP reception at the new BEACON GRAND HOTEL after the show. Individual Gala Supporter tickets are \$150 and include the performance and admission to REAF VIP After Party with the cast following the show. A limited silent auction precedes the show starting at 6:30 pm in the Theater lobby.

CALENDAR EDITORS PLEASE NOTE:

WHAT:

The Richmond / Ermet Aid Foundation presents...

Help Is on The Way 31st ANNIVERSARY: BROADWAY & BEYOND

- A Benefit for: PROJECT OPEN HAND and REAF'S SMALL EMERGENCY GRANTS PROGRAM

WHEN: SUN., JULY 20, 2025

WHERE: Marines' Memorial Theatre - 609 Sutter St. (at Mason St.) San Francisco

WHO: Including in Alphabetical Order (scheduled to appear as of 5/4/25)...

LEANNE BORGHESI, JASON BROCK, GARRETT CLAYTON, JULIE GARNYE, SAM HARRIS, BRUCE VILANCH, LISA VROMAN, PAULA WEST, and the Broadway touring cast of "& Juliet"

SHOW TIMES:

6:30 pm: Limited silent auction in theater lobby

7:30 pm: Performance

**9:45 pm: VIP After party with the cast at the BEACON GRAND HOTEL,
450 Powell St. (at Sutter St.)(formerly Sir Francis Drake)**

TICKETS:

\$45 - Reserved, Performance only/ Balcony tickets

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Help is on the Way is an elegant gala featuring stars from Broadway, film, TV and the recording industry. This Gala Event consists of a Broadway-style performance and a nightclub-themed after party with the cast. The silent auction coincides beginning at 6:30 pm and concludes at the end of intermission.

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