



## PRESS ROOM – FOR IMMEDIATE RELEASE



**Becky Gray**  
Executive Director  
☎ 805.674.6118  
✉ becky@mustcharities.org

**Randy Gray**  
Community Projects Manager  
☎ 805.674.6119  
✉ randy@mustcharities.org



## Must! Charities Raises Over \$2.3 Million at Wine Industry Party with a Purpose

*Wine and business industry leaders gather with friends and like-minded philanthropists from across the nation to invest in the Greater Paso Robles Wine Region.*

**Paso Robles, CA** - Must! Charities successfully raised over \$2.3M in an extraordinary display of philanthropy and enthusiasm at PURPOSE, a premier wine and lifestyle auction experience at L’Aventure Winery. The setting was intimate and the air was electric as people from across the nation came together to exhibit the power of collective giving. With just 120 people in 120 minutes, paddle after paddle was passionately waved as dollar after dollar was raised; dollars that gives Must! Charities increased capacity to move the needle on social issues.

“The entire PURPOSE team is overwhelmed at the generosity displayed and also incredibly proud for creating an experience and atmosphere that inspires people to give,” said Becky Gray, Executive Director of Must! Charities. “It takes tremendous effort and year after year

the guests respond with staggering generosity. Generosity that will make significant impacts in our region.”

PURPOSE, in just its fourth year, has become synonymous with “the best damn party in Paso Robles.” Yet PURPOSE is more than fine dining, luxurious auction lots and festive live performances. It is a party with a heart, dedicated to supporting critical needs in the greater Paso Robles Wine Region and beyond. This year’s event was truly a family affair. From the intimate setting at L’Aventure Winery, owned by the Asseo family, and the dinner bestowed by Les Petites Canailles (otherwise known to locals as LPC), owned by Chef Julian Asseo – also part of the L’Aventure family.

“It was such a special and intimate evening,” Chloe Asseo, this year’s PURPOSE host, said. “Not only was it at my family’s winery but you could see and feel the camaraderie of our community. Memories were created, drinks were shared, and laughter and tears were abundant as we all came together for this amazing purpose. By the end of the night we were proud of how much was raised and felt hope for the future.”

### **“Fund a Need” Alone Nets over \$1.1 Million**

PURPOSE’S big winner for the evening was the “Fund a Need,” where funds raised kicked off a year-long partnership between Must! Charities and Lumina Alliance. The \$1.1M will go toward a new project providing transitional housing for sexual assault and intimate partner violence survivors, which will also provide innovative advocacy, healing, and wrap-around services in a safe environment. Additional funds raised will be invested into further projects that align with Must! Charities’ vision of a stronger community.

“Clearly, we saw through the success of our paddle raise, that our event guests, along with us, believe that every individual deserves to live a life free from the trauma of sexual assault and intimate partner violence,” said Randy Gray, Community Project Manager of Must! Charities. “As a community, through this partnership with Lumina Alliance, we are here to help families with a hand up, ensuring they have the support they need to embark on a new path in life.”

Historically, Must! Charities has been a grassroots effort; PURPOSE continues with that same spirit by bringing local Paso Roblans and out-of-towners together, creating an unparalleled synergistic vibe. The result allows for greater reach and leverage, increasing the impact for those who need it most.

To find out more about the Must! Charities fundraising charitable campaigns, visit [mustcharities.org](http://mustcharities.org) or call 805.226.5788. Interviews are available upon request.

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### **About Must! Charities:**



Must! Charities is a nonprofit organization dedicated to changing the model of philanthropy. By uniting donors, pooling resources, and investing strategically in our region while empowering nonprofits and educating our community. At Must! Charities: 100% of community donations go directly

into projects, thanks to our Executive Board and a few private donors covering all our operating costs.

Contact: Becky Gray, Executive Director, Must! Charities 805.674.6118 or [becky@mustcharities.org](mailto:becky@mustcharities.org)