



## Concern's Fiesta of all Fiestas` A Grande Fiesta A Grand Cause

July 20, 2014

Bonnie Priever

Charity Event

Rating: \*\*\*\*\*

Los Angeles partygoers definitely 'got their fiesta on,' and partied hard at the 'sizzling hot' annual Block Party, all in the name of raising funds for cancer research, for the Concern Foundation. Paramount Studios served as the wondrous backdrop for this spectacular extravaganza of food, fun, and merriment abundant. Now presenting its 40th block party fundraiser, Concern knows how to throw a party, all in the name of a good cause. This year's honoree was a true angel- Jaclyn Smith, who has held the public's interest as an award winning actress, designer, role model, philanthropist, and long time supporter of the Concern Foundation. An almost surreal feeling and aura filled the air, as the moon lit the sky like a 'glowing tortilla.'

Scrumptious food samplings were the order of the night, ranging from the sweet to the savory: restaurants represented included Abigaile; California Sushi Academy; Factor's Famous Deli'; Fogo De Chao; Herb Alpert's Vibrato Grill & Jazz; Stonefire Grill; and Wildcraft Sourdough Pizza, to name a few. Of particular noteworthy mention were the decadent yet guilt free and gluten free honey lavender muffins homemade by Sweets for the Soul, Gluten free Goddess, and delectable chocolate chip cookies and milk from Cookies for a Koz. Lively music, including Mariachi bands, accompanied the casino games, and silent auction bidding. With never a dull moment, and truly a sultry So. Cal evening, the festive drinks to sip and savor were the icing on the cake, as it were. Reed's Ginger Brews, Adam Carolla's Mangria and Ventura Limoncello Company whipped up tropical, refreshing concoctions, while Pasquini Espresso Co. served up cappuccinos to hit the spot; with cordial bartenders and baristas at the ready. Delicacies for the tasting included sushi wrapped in seaweed cones; bao rolls; tri tips and mashed potatoes; roasted corn on the cob; and even Pink's chili dogs.

Digital photo studio services by Brian Kramer Photography, and spa services provided by Marinello School of Beauty (hair up-do's and nail polish changes) added to the overall enchantment of the night. With the miracle of modern medicine, and Concern's profound commitment to its mission to "Conquer Cancer Now," this organization's vision to find a cure, is one step closer, thanks in large part to the 4000 in attendance at this year's event.

[www.blockpartyla.org](http://www.blockpartyla.org)

*[http://www.examiner.com/review/concern-s-fieta-of-all-fieta-a-grande-fieta-a-grand-cause?CID=examiner\\_alerts\\_article](http://www.examiner.com/review/concern-s-fieta-of-all-fieta-a-grande-fieta-a-grand-cause?CID=examiner_alerts_article)*