



Salem Lutheran Home
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For Immediate Release

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**Salem Salutes:
Honoring 57 Years of Leadership and Volunteering for Seniors**

**Belva Davis is MC for Salem Salutes Benefit for
“Partners in Caring” on May 1, 2011**

April 1, 2011 – Oakland, Calif. – Salem Lutheran Home celebrates an incredible 57 years of leadership and volunteerism on behalf of seniors as it salutes local volunteers **Joan Ellison** and **Fran Shinn** at a special fundraising dinner to support “Partners in Caring at Salem (PICS).” **Belva Davis**, pioneering author and journalist, will serve as mistress of ceremonies for the benefit dinner and salute at Scott’s Seafood, Jack London Square, in Oakland at 5 p.m., on Sunday, May 1, 2011. Tickets are \$100 and up.

As co-presidents of the PICS, **Joan Ellison** and **Fran Shinn** began volunteering over twenty-five years ago to help out at the community and address the needs of Salem’s residents. They have enlivened and inspired a tradition of volunteerism that began in 1925, when a women’s auxiliary was founded to raise monies for the life enrichment activities and extracurricular offerings at the community. This auxiliary opened a unique thrift shop, the Pump House, which raises over \$10,000 annually. This support and other funds raised have been used to enrich the physical and spiritual well-being of Salem residents by providing services that directly assist the betterment of their health and wellness.

“As community leaders and inspiration to hundreds of volunteers over the years, Joan and Fran are extraordinary,” said Salem’s Executive Director, Gilbert Carrasco. “Their work keeps our seniors engaged and active. They exemplify our values in action and help promote independence, dignity, respect and the personal choices of the people who live here.”

Mistress of Ceremonies **Belva Davis** was born during the Great Depression in Louisiana and raised in Oakland. Her extraordinary career in journalism has spanned nearly five decades. She is the author of a new memoir, “Never in My Wildest Dreams,” in which she recounts her experiences growing up in Oakland and her achievements as the first black female news anchor

on the West Coast. Davis has received countless awards for her contributions to the field of journalism, including national recognition from the Corporation for Public Broadcasting, San Francisco State University and the National Education Writers Association. Davis is also well known for her work as a labor activist, vice president of the American Federation of Television and Radio Artists, and for being active within the community.

Tickets for the May 1, 2011 benefit Salem Salutes begin at \$100. Proceeds from the event will benefit the Salem Lutheran Home Charitable Care Fund, which provides financial assistance when services have become beyond the means of some residents.

To reserve a ticket or to donate online visit <https://www.salemlutheranhome.org/donations-and-tickets.php> For further information call Jo Ellen Peterson at (510) 434-2858.

About Salem Lutheran Home

Salem Lutheran Home has been providing high-quality services to seniors for over 86 years. As part of the Elder Care Alliance professional team, Salem is dedicated to the philosophy and spiritual tradition of its sponsors – respecting and celebrating the dignity and inherent worth of each person and increasing quality of life for our senior population.

Salem Lutheran Home provides a full continuum of care including residential living, assisted living, two types of memory care and a care center with skilled nursing. Salem's services are provided in a variety of accommodations on a sprawling and beautiful five-acre campus. Salem Lutheran Home is affiliated with Elder Care Alliance, which is cosponsored by the Sierra Pacific Synod of the Evangelical Lutheran Church in America and the Sisters of Mercy Regional Community of Burlingame. Salem Lutheran Home welcomes seniors from all faiths and religious backgrounds to its community.

To learn more about Salem Lutheran Home, visit the website at www.salemlutheranhome.org.