

MEDIA ADVISORY

For Immediate Release
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SVMH FOUNDATION ANNOUNCES CHERRY'S JUBILEE REVIVAL TO BE HELD DURING THE CALIFORNIA INTERNATIONAL AIRSHOW

Salinas, California – The Salinas Valley Memorial Hospital Foundation is excited to present a new version of a well-loved Central Coast automotive event, October 30th & 31st during the 2021 California International Airshow at Salinas Municipal Airport! *Cherry's Jubilee Revival* is a 2-day show 'n shine event and features a unique opportunity for participants to showcase and "cruise" their classic cars, trucks, and motorcycles on the airport's flight line in front of thousands of airshow spectators.

"We are delighted to breathe life back into this legendary motorsports event, and are so grateful to partner with an incredible community-based organization like the California International Airshow," says Jeff Wardwell, Chief Executive Officer of the SVMH Foundation, "With both organizations focused on giving back to the community, it is a perfect fit."

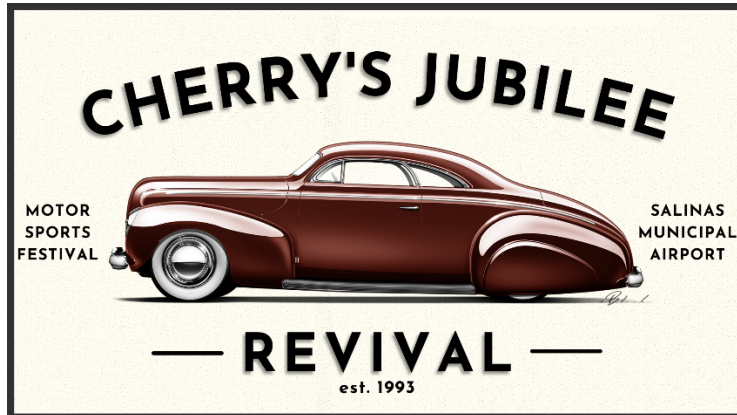
"The California International Airshow is proud to partner with the SVMH Foundation to bring Cherry's Jubilee Revival to our 40th Anniversary show" said Karen Curtis, President of the Airshow. "What a tremendous opportunity for air show fans and classic car enthusiasts to come together on one special weekend. This October celebrate your need for speed watching the USAF Thunderbirds perform and enjoy hundreds of classic cars on display."

Cherry's Jubilee was launched in 1993 as a weeklong motorsports festival and had a successful 21 year run until its retirement in 2013. Over those 21 years, Cherry's Jubilee raised over \$6 million and supported equipment and services throughout Salinas Valley Memorial Healthcare System including the LM Tynan Emergency Department, Oncology Services, Nuclear Medicine, and the Norman P. Andresen, MD Level III Neonatal Intensive Care Unit.

Proceeds from this special engagement will support the Foundation's Healthy Kids / CMN Hospitals Fund, helping to provide pediatric equipment and services for children across the tri-county area. One of the hallmarks of the local CMN Hospitals Program is the Medical Needs Granting Program which funds medically beneficial equipment and services for individual local children that are not otherwise covered by insurance. From equestrian therapy for kids on the Autism Spectrum, to medical grade hospital beds for children with terminal illnesses, these grants make an immediate and tangible impact for local kids and their families.

More information on Cherry's Jubilee Revival and our local Children's Miracle Network Hospitals program are available on the Foundation's website at: www.svmhfoundation.org/cherrys

More information on the California International Airshow visit www.salinasairshow.com



About Salinas Valley Memorial Hospital Foundation

Salinas Valley Memorial Hospital Foundation helps the Salinas Valley community create a great hospital and health system. Philanthropic support helps to advance state-of-the-art healthcare by supporting our hospital staff and doctors with what's truly needed to care for people and create a healthier future for all. The Salinas Valley Memorial Hospital Foundation is fortunate to have a dedicated, diverse, and engaged Board of Governors who care deeply about the health of our community. Working side by side with our Foundation staff, the doctors, nurses, administrators, business owners, and community leaders who make up our board help set funding priorities, organize events, and engage our community to philanthropically support the mission of Salinas Valley Memorial Healthcare System.

About Salinas Valley Memorial Healthcare System:

Salinas Valley Memorial Healthcare System (SVMHS) is dedicated to improving the health and wellness of the region through an integrated network of health care initiatives, services and facilities. In addition to an acute care, public district hospital licensed for 263 beds, the system includes Salinas Valley Medical Clinic, a multi-location clinic expanding access to primary and specialty care, and offers 13 urgent care locations. SVMHS is one of the area's largest employers with a staff of more than 2000, and is a leader in providing nationally recognized quality care. Collaboration is an important operating principle for SVMHS in such key areas as our Level III NICU which is operated in a joint venture with Lucile Packard Children's Hospital Stanford; The Madison Clinic for Pediatric Diabetes, partnership with UCSF; Aspire Health Plan, Monterey County's only Medicare Advantage program; Community Health Innovations and Blue Zones Project Monterey County, building a community where people live longer and live healthier. For more, visit svmh.com.