

## CONTACT

Dawnyelle Singleton

941.365.7716, ext. 350

Dawnyelle.Singleton@fortycarrots.com



**Forty Carrots**  
**Family Center**

## FOR IMMEDIATE RELEASE

### **FORTY CARROTS FAMILY CENTER RECEIVES CHALLENGE GRANT AFTER SECOND POSTPONEMENT OF FIREFLY GALA**

**(SARASOTA, FL: November 13, 2020)** Forty Carrots Family Center announces second postponement of FireFly Gala featuring Pitbull previously rescheduled for January 31, 2021, now to return March 26, 2022, at The Ritz-Carlton, Sarasota.

Forty Carrots CEO, Michelle Kapreilian stated, “Like so many performances, circumstances dictate that we again postpone our event until it is deemed safe for all.”

Forty Carrots Trustee/Treasurer, Ben Jones, President of Allegiant Private Advisors and FireFly Gala Sponsor, knows the huge impact this postponement has on the Forty Carrot Family Center budget. To help offset the loss of revenue, Allegiant Private Advisors has stepped up to the plate with a \$10,000 Challenge Match to inspire others to join them in ensuring Forty Carrots can continue its lifesaving work.

“As we all continue to adjust and adapt, this is an opportunity to rise together. The overwhelm parents feel today, and the impact our responses to current challenges have on our children, can have a lasting effect. More than ever before, families are in need of Forty Carrots’ outreach, education and therapy programs, but these needs can only be met with the continued support of our community, sponsors and patrons,” stated Jones.

The need for mental health services, early childhood education, and parenting support has been brought to the forefront because of the pandemic. Children and families are in need of Forty Carrots’ services now more than ever.

Every dollar donated at **fortycarrots.org** using code FFG will be matched, up to \$10,000.



The 10th and final FireFly Gala presented by the Dart Foundation and chaired by Forty Carrots' Trustee, Ariane Dart, will feature Pitbull. The Firefly Gala provides sponsors and their guests an elegant evening with an intimate concert, all while raising critical funds for children and families in the community. Postponements of the event have resulted in substantial loss of revenue for the organization.

Since 1993, Forty Carrots Family Center has served families in Sarasota & Manatee counties, ensuring good beginnings that last a lifetime for children through its expertise in Parenting Education, Mental Health Services, and Early Childhood Education. Rated 4-Stars by Charity Navigator, Forty Carrots serves families from all walks of life, with 95 percent of families receiving services free of charge. Visit [fortycarrots.org](http://fortycarrots.org) for more information.

## PHOTO ATTACHED

*THE firefly* GALA  
Presented by The Dart Foundation

**SAVE THE NEW DATE!**

**MARCH 26, 2022** 941.365.7716  
FIREFLYGALA.ORG

THE RITZ-CARLTON, SARASOTA

**PITBULL**

Benefitting  
Forty Carrots  
Family Center