

## **JFLA Announces Third Annual Feit 4 KidZ Gala**

LOS ANGELES – On Saturday, November 15<sup>th</sup>, 2014, the Third Annual Feit 4 Kidz Gala Benefit Dinner will be held at W Hotel in Hollywood to raise funds and awareness for the **Feit 4 Kidz Fertility Loan Fund** of **The Jewish Free Loan Association (JFLA)**. In addition to music and dancing, a silent auction, live auction, appetizers, cocktails, and an open bar, the program will also feature presentations by the Feit family and a special film sharing the stories of Los Angeles-area couples who have benefited from the fund. JFLA is now working to create a non-sectarian fertility loan fund.

In early 2013, JFLA became the beneficiary of a generous gift from Alan and Emily Feit, given to establish an exciting new loan program – the Feit 4 Kidz Fertility Loan Fund. Using the funds from the Feit’s donation, JFLA is able to address the needs of Jewish couples in Southern California struggling with in vitro fertilization bills and expenses by providing them with interest-free loans of up to \$10,000.

According to the American Society of Reproductive Medicine, the average cost of an IVF cycle in the United States is \$12,400. Since its creation, the Feit 4 Kidz Fertility Loan Fund has granted 45 loans totaling more than \$800,000, due in part to the enormous success of the 2013 Feit 4 Kidz Gala Benefit Dinner, which sold out immediately, thanks to the generosity of nearly 350 donors who helped raise more than \$500,000 that evening.

“We are thrilled with the success of JFLA's fertility loan fund, and hope this gives couples in Los Angeles some relief,” said Rachel Grose, JFLA Associate Director. “We can think of nothing more wonderful than playing a part in helping a family expand and grow!”

The Jewish Free Loan Association is a nonprofit social service agency offering assistance to people of all faiths facing financial challenges. For more than 100 years, JFLA has provided a helping hand instead of a handout to hundreds of thousands of people through interest-free loans for emergencies, education, developing small businesses, healthcare and life cycle events. JFLA is a source of economic justice in the community, providing cash in hand to empower borrowers and promote self-sufficiency. For more information, visit us at [www.JFLA.org](http://www.JFLA.org) or call [\(323\) 761-8830](tel:3237618830).