

FOR IMMEDIATE RELEASE
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**Entertainment Industry Foundation, People Magazine
Continue Support of SAG Foundation**
\$100,000 grant puts total joint contribution for actor's non-profit over 1M mark

Los Angeles, CA (January 27, 2010) - Celebrating its 25th anniversary this year, the Screen Actors Guild Foundation has received another generous donation from the Entertainment Industry Foundation and People Magazine, in the form of a \$100,000 grant for the Foundation's Catastrophic Health Fund.

The check, accompanied by a letter recognizing the SAG Foundation's charitable work, was delivered just days after the SAG Foundation's in-house presence at the 16th Annual SAG Awards. Addressing the Shrine Auditorium audience at the January 23rd event, actor Christine Baranski introduced EIF and SAG Foundation video presentations which included a highlight of the long-standing association between the two non-profit organizations.

This latest contribution raises the EIF's total amount of grants to the Foundation to \$1,062,500. The EIF, which motivates the entertainment industry to raise awareness and funds for health, educational and social issues, has been a steady and public supporter of the SAG Foundation since its first grant to the non-profit organization in 1997. People Magazine's contributions to the SAG Foundation include promotion of the SAG Foundation's extensive work in children's literacy.

The SAG Foundation, whose dedication to actors, their families and communities sustains a wide range of services including career seminars, technical resources, assistance grants, scholarship programs and children's literacy initiatives, implemented the Catastrophic Health Fund in 2002. Providing grants to actors and their dependents when catastrophic illness or injury destroys their ability to work and leaves them unable to afford health insurance, the Catastrophic Health Fund aims to preserve their quality of life and right to expert medical attention when they need it the most.

About the Screen Actors Guild Foundation

Founded in 1985, the SCREEN ACTORS GUILD FOUNDATION is an educational, humanitarian and philanthropic 501(c)(3) non-profit organization. Governed and funded independently of SAG, the SAG FOUNDATION offers substantive services to Guild members, free of charge, in its mission to assist, educate and inspire actors toward their fullest potential in career, life and community. For more information, please visit www.sagfoundation.org or call (323) 549-6708.