

For Immediate Release

Contact: Steve Honig  
The Honig Company, Inc.  
818-986-4300  
press@honigcompany.com

**STARS SHINE BRIGHT IN HOLLYWOOD THE “EVENING BEFORE”**  
**59<sup>TH</sup> ANNUAL PRIMETIME EMMY AWARDS**

**Television’s royalty come out to support the Motion Picture & Television Fund**  
**at pre-Emmy party**

CENTURY CITY, Calif., Sept. 15, 2007 – It was a night filled with big names from the small screen as television’s best and brightest gathered tonight under the stars at Century Park to celebrate the “Evening Before” the 59<sup>th</sup> annual Emmy Awards and raise money for the Motion Picture & Television Fund. The evening raised approximately \$2 million for the Motion Picture & Television Fund.

Among the 100+ celebrities who attended were Kiefer Sutherland, Ellen Pompeo, Ryan Seacrest, Julia Louis-Dreyfus, Ginnifer Goodwin, Mariska Hargitay, Mark Wahlberg, William Shatner, America Ferrera, Milo Ventimiglia, Sally Field, Tom Hanks and Rita Wilson, Neil Patrick Harris, Debra Messing, B.J. Novak, Glenn Close, Anna Paquin, Jon Stewart, Jason Segal, Jerry Bruckheimer, Kristen Bell, Lorne Michaels, Emily VanCamp, Brad Grey, Josh Duhamel, Hugh Laurie, Zack Quinto, Denis Leary, Allyson Hannigan and Minnie Driver.

“The great success of the Night Before was based on the both the film and television community coming together in celebration of Oscar weekend, and after five years of building that event, a number of leaders in the television community encouraged MPTF to create a similar night for the Emmys,” said Ken Scherer, CEO of the Motion Picture & Television Fund. “There is more and more crossover between film and television, and under the leadership of Jeffrey Katzenberg we have been able to attract some of the biggest names in the business.”

Presenting sponsors of the “Evening Before” were Anheuser-Busch, PEOPLE, J.P. Morgan, Reed Business Information, Target and The Variety Group.

“This was a relaxed and fun night where everyone was a winner and the spirit of the party was one of community celebration, not only the Emmy nominations but the idea of giving back to take care of those less fortunate in the entertainment community,” said Jeffrey Katzenberg, chairman of the Motion Picture & Television Fund and CEO of DreamWorks Animation SKG. “The Fund has been taking care of the entertainment industry for 86 years; tonight is about helping the Fund continue to be a safety net for countless entertainment industry professionals and their families.”

The event was designed after the highly successful “Night Before,” held annually on the evening before the Academy Awards®, which has raised more than \$23 million for the Motion Picture & Television Fund during the past five years.

PEOPLE revolutionized personality journalism in 1974 and is today the world’s most successful and popular magazine. Each week, the PEOPLE brand brings more than 43 million consumers the latest news, exclusive interviews and in-depth reporting on the most compelling people of our time. In addition to unparalleled access to the entertainment community, the stories of real-life “Heroes Among Us” remain an essential component of PEOPLE’s editorial approach. PEOPLE.com is the premier web destination for celebrity news, photos, style and entertainment coverage. With reporters across the globe, PEOPLE is headquartered in New York City. For more information visit [www.people.com](http://www.people.com).

“We’re thrilled to support the Motion Picture & Television Fund and to be a part of this inaugural event,” said Martha Nelson, editor, the PEOPLE Group. “Every week we shine a spotlight on the brightest names in Hollywood alongside the stories of real-life Heroes who are making a difference. On this night, we’ll celebrate the good works of all the MPTF members.”

Target showcased famed Los Angeles jewelry designer Dominique Cohen at its cabana. Guests were invited to select a handcrafted piece of jewelry or leather-good gift from the Dominique Cohen luxury collection, created specifically for this event. Target has partnered with Dominique Cohen to launch Dominique Cohen™ for Target®, an exclusive jewelry collection featuring fresh, feminine, fun designs available for a limited time at Target stores nationwide and [Target.com](http://Target.com).

“Target is proud to continue its partnership with the Motion Picture & Television Fund by supporting the entertainment community as a sponsor of the ‘Evening Before,’” said Laura Sandall, director, events marketing and publicity, Target. “To celebrate this inaugural event, we’ve partnered with Dominique Cohen to offer guests the opportunity to select beautiful, distinctive pieces made by her team of Los Angeles-based artisans.”

The Variety Group “Daily Variety, Daily Variety Gotham, Weekly Variety, Variety China, Variety.com, 411 Publishing, Video Business and Tradeshow Week – are all owned by Reed Business Information (RBI), one of the largest business publishers in the U.S. RBI is a member of the Reed Elsevier Group plc (NYSE: RUK and ENL) – a world-leading publisher and information provider operating in the science and medical, legal and business-to-business industry sectors.

“We at Variety are honored to participate in the first annual Evening Before benefit,” said Charlie Koones, president and publisher of Variety. “As the leader in entertainment media we take seriously the need to support our industry and cannot think of a nicer way to give back than by joining with our friends and colleagues to support the extraordinary work of the MPTF.”

Reed Business Information ([www.reedbusiness.com/us](http://www.reedbusiness.com/us)) offers business professionals in the media, manufacturing, electronics, construction and retail industries more than 75 Webzines and portals, 80 market-leading business-to-business publications, directories, plus several market research, email direct marketing, and subscription data base businesses. Reed Business Information is part of Reed Elsevier (NYSE: RUK and ENL) – a world-leading publisher and information provider operating in the science and medical, legal and business-to-business industry sectors.

“Anheuser-Busch maintains a long and storied history within the television industry, dating back to 1951 when Budweiser became the first sponsor of a network television show,” said Tony Ponturo, vice president of global media and sports & entertainment marketing at Anheuser-Busch, Inc. “To this day, Anheuser-Busch supports numerous charitable efforts around the world and is proud to partner with the MPTF for this worthy cause.”

The non-profit Motion Picture & Television Fund, headquartered in Woodland Hills, Calif., was founded in 1921 to provide “relief” for those in the film industry who had fallen on hard times. Today, 85 years later, MPTF is a major service provider supporting the health and well being of the entertainment community. Healthcare, childcare, retirement living and social/charitable services are offered with compassion and respect for the dignity of the whole person. Care is offered through the MPTF 250-bed hospital, five outpatient health centers, charitable financial assistance and community outreach programs, a full-scale retirement community and a children’s day care center. More information is available at [www.mptvfund.org](http://www.mptvfund.org).

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