

Hollywood HEART

Fact Sheet

WHO David Gale, executive vice president of MTV films, founded **Hollywood HEART** in 1995 along with a group of concerned volunteers from the film industry. Originally known as Camp Pacific Heartland, the group committed itself to serving at-risk youth in Southern California and selected regions across the country and abroad.

WHAT **Hollywood HEART** is a not-for-profit organization dedicated to providing educational, recreational and creative programming for at-risk children and teens through two core programs:

Camp Pacific Heartland is an annual summer camp session sponsored by **Hollywood HEART** to provide opportunities for normalcy, friendship, acceptance and empowerment to children affected by HIV/AIDS. During the session, which is operated by Midwest-based Camp Heartland, **Hollywood HEART** creates experiences campers will remember for a lifetime with celebrity visits, exciting dance parties, carnival night and a popular movie making class offered each morning.

The Movie Team is **Hollywood HEART's** year-round program, offering at-risk youth throughout Southern California and beyond the opportunity to learn movie making first-hand from industry volunteers. More importantly, as children participate in the full filmmaking process, from planning and writing to acting, directing and editing, they gain self-confidence and a sense of accomplishment as they contribute to a successful project led by adult role models. Sessions culminate with a memorable screening at a Hollywood studio and the distribution of the completed films for children to share with family and friends.

WHAT'S NEXT Thanks to support from the Cape Town Film Commission in Cape Town, South Africa, **Hollywood HEART** has recently taken The Movie Team abroad to provide experiences of artistic expression, learning and success to at-risk Cape Town youth. Through **Hollywood HEART – Cape Town**, the charity plans to one day connect the youth served on each continent with each other for yet another experience of compassion and acceptance.

WHEN and WHERE **Hollywood HEART** operates year-round. The Movie Team provides programming throughout the year, on-site at partner locations and in Hollywood studio space. Camp Pacific Heartland takes place at Camp Hilltop in Malibu for one week each August.

WHY **Hollywood HEART** operates on the principal that all young people deserve an opportunity to be successful. The organization provides programming that allows disadvantaged young people to excel through artistic and recreational expression. Through **Camp Pacific Heartland** and **The Movie Team**, children learn life and job skills. But more importantly, they gain self-confidence, friendships, social skills and memories of success and acceptance to reflect on when they face challenges in their own lives.

HOW As an independent non-profit organization, **Hollywood HEART** relies on the generous financial and in-kind support of individuals and corporations. For more information, go to www.hollywoodheart.org or call 818-260-0372.