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Annual Birthday Bash event at Aysley Grand Cinemas on April 24

Family-fun movie event to benefit all-volunteer nonprofit that celebrates the lives of homeless children

(CHARLOTTE, NC, April 14, 2010) -- Families and kids of all ages are invited to Birthday Blessings' second annual Biggest Birthday Bash event on April 24 at Aysley Grand Cinemas 14 for a Mad Hatter Birthday Party. Starting at 10 a.m., join Alice and the White Rabbit for face painting, balloons, crafts, sweet treats, a raffle and opportunities for autographs and photos with these favorite childhood characters.

At 11 a.m., catch a private showing of a classic cartoon movie featuring Alice and the rest of the folks in Wonderland, all on the big screen. (Rated G; 77 minutes). Kids of all ages are welcome. Register for this family-friendly event online at www.birthdayblessings.org.

Admission to the party and movie are free with donation of new, unwrapped toys or monetary contributions.

Aysley will offer kids' snack packs for \$4 each, which include popcorn, drink and choice of goodies. Hot dogs, pretzels and drinks will also be available.

Event sponsors include [Aysley Grand Cinemas 14](#), [Wish Upon a Star](#), [Harris Teeter](#), [MomsCharlotte](#), [Little Ones Magazine](#) and [Children's Party Plus](#).

"Birthday Blessings' outreach in the community brings birthday joy to children who might not celebrate otherwise, and we are pleased to have the opportunity to be involved with their efforts," said Kara Batista, General Manager of Aysley Grand Cinemas.

Said volunteer executive director and co-founder, Amy Cervantes, "Birthday Blessings was founded, in part, as an opportunity for young children to experience the joys of giving to others in a fun, relevant and meaningful way. Our annual Birthday Bash events are great opportunities for families to introduce their children to this concept, while educating everyone about our programs and homelessness."

Birthday Blessings was founded in 2005 by Charlotte couple Amy and John Cervantes, and has celebrated 1,126 birthdays to date. The all-volunteer nonprofit currently serves 11 homeless facilities and programs across Mecklenburg, Union, York and Cabarrus counties, as well as homeless elementary and middle school students throughout Charlotte-Mecklenburg Schools. The organization also provides Blessing Baskets filled with care essentials to homeless mothers to welcome and support the arrival of their babies.

Birthday Blessings launched a national expansion program in 2009, with affiliate chapters getting under way in northeast Indiana; Cincinnati, Ohio; and Atlanta, Georgia.

For more information, go to www.birthdayblessings.org.

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