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April 30, 2008

COVENANT HOUSE CALIFORNIA
ANNOUNCES HONOREES
FOR NINTH ANNUAL AWARDS GALA

From a needle to a pen, to a musical note, to a cause, musician and author Nikki Sixx and Borba Skin Products Founder and CEO Scott-Vincent Borba to be honored

Los Angeles, CA – Covenant House California’s ninth annual Awards Gala will be held Friday, May 9 at the Beverly Hilton Hotel. This year’s honorees include musician and author Nikki Sixx and Borba Skin Products founder and CEO Scott-Vincent Borba. Hosted by International film and television star and current contestant on “*Dancing With The Stars*” Cristian de la Fuente and chaired by Ginger Atherton, the gala will feature a live and silent auction and entertainment by John Cassese, Los Angeles’ renowned “Dance Doctor.”

“Our organization is so fortunate to have such extraordinary and dedicated supporters,” said George Lozano, Covenant House California’s Executive Director. “We are extremely grateful for their providing this opportunity to showcase CHC’s work and life-changing programs for at-risk youth in our communities.”

Since 1988, Covenant House California (CHC) has opened its doors to more than 150,000 homeless youth. Their mission is to “protect and safeguard all children of the street” with “absolute respect and unconditional love.” Through comprehensive services of street outreach, residential programs and supportive services, Covenant House California helps youth escape life on the dangerous streets, resolve their crisis situations and develop goals and skills that ultimately lead toward self-sufficiency and independent living. CHC is not a government program. Over 80% of their funding is provided by private individuals who share in their mission to save these young people from the streets.

Although Sixx is known primarily as the bassist and founding member of Mötley Crüe, he recently made the leap from songwriter to author with his New York Times best-selling book *The Heroin Diaries: A Year In The Life Of A Shattered Rock Star*, of which a portion of the proceeds benefit Sixx’s charity Running Wild In The Night, a creative arts program for Covenant House California at their youth shelters in Los Angeles and Oakland. To bring further attention to the cause, Sixx also created the successful rock band Sixx:A.M. with James Michael and Dj Ashba to create the groundbreaking soundtrack to *The Heroin Diaries*, which spawned a #1 Mainstream Rock song, “Life Is Beautiful” and has already surpassed 200,000 units in sales. Explains Sixx, “My

partnership with Covenant House is so important to me because I've *been* that kid on the streets. When I became aware that so many kids come through Covenant House but don't stay long enough to get the care and treatment many of them need, I created the Running Wild In The Night program as a way to engage their creativity and encourage them to stick around a while to get themselves on a better path for good." To view The Heroin Diaries EPK, please visit: http://newmedia.10thst.com/heroindiaries/hd_intro_small.mov. To view the new video for Sixx:A.M.'s new single "Pray For Me" from The Heroin Diaries Soundtrack, please visit: <http://www.youtube.com/watch?v=eAxGSL0PbjQ>. Sixx's homestead Mötley Crüe recently announced Crüe Fest, The Loudest Show On Earth also featuring Buckcherry, Papa Roach, Sixx:A.M. and Trapt. The festival kicks off in West Palm Beach, FL on July 1st and will hit over 40 major cities.

Nikki Sixx's accomplishments span a 25-year career and his longevity is a testament to his drive, determination and perseverance in a life that did not begin with the most ideal of circumstances. Sixx was homeless by age 16 and turned to a life of vandalism, thievery and drugs before moving to Los Angeles at age 17 to pursue his dream of rock and roll stardom. Today, Sixx is a musician, songwriter, producer, clothing designer, president of Eleven Seven Music, philanthropist and father to four kids. He has demonstrated a capacity to overcome tremendous obstacles with grace and humility.

Borba founder and CEO Scott-Vincent Borba has earned a solid reputation as a prescient thinker and beauty business visionary. It begins with his philosophy of building beauty inside-out. Borba put himself through college and law school as a Ford model for major fashion campaigns and runway shows including Calvin Klein and Versace. Moving to Los Angeles, he built career successes in both prestige and market sector in product development, branding and market for companies such as Hard Candy, Neutrogena, P&G/Wella/Sebastian, Shiseido/Joico and Murad, before setting out on his own. Borba is an active supporter of and spokesperson for Covenant House California.

Previous "Covenant House California Awards Gala" honorees and participants include Charlize Theron, Ray Charles, William Shatner, Andy Garcia, Smokey Robinson, Sharon Osbourne, Dean and Shannon Factor, Brittany Murphy, Robert Wuhl, Keyshawn Johnson, Valerie Van Galder, Todd Black, Jason Blumenthal, Bill Simon, Dick Marconi, Jeff Lloyd and Lawrence Bond.

Individual ticket price is \$500 and packages begin at \$5,000. Those interested in attending the gala or supporting CHC's fundraising efforts, may phone Diana Graham at (323) 461-3131, ext 253 or visit www.covdove.org.

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