



PEOPLE and the Entertainment Industry Foundation to Celebrate Actors' Goodwill at SAG Awards® Gala

PEOPLE magazine and the Entertainment Industry Foundation (EIF) will once again co-host the official SAG Awards® gala, held immediately following the 20th Annual Screen Actors Guild Awards on Saturday, Jan. 18, 2014 in Los Angeles. Tony Schubert of Event Eleven will design and produce the Gala for the fifth consecutive year.

The SAG Awards gala has been a cornerstone of the PEOPLE/EIF/SAG relationship for nearly two decades. On this special night, the three organizations come together to salute the charitable efforts of actors in their communities and to make an annual donation to the SAG Foundation. The annual gift from PEOPLE and EIF supports the SAG Foundation's scholarships and emergency assistance to SAG-AFTRA members, and children's literacy programs around the nation.

"We're proud to support the SAG Foundation and to celebrate the Awards at this very special annual event," says Larry Hackett, editor of PEOPLE. "It's our way of paying tribute to television and film actors for their outstanding performances as well as the charitable endeavors to which so many of them dedicate their time."

"The volunteer participation of actors is essential to the work we do at the Entertainment Industry Foundation," says EIF President and CEO Lisa Paulsen. "By contributing their time to raise awareness and funds for our initiatives, actors play an invaluable role in EIF's ability to positively affect health, education and social issues. We are incredibly grateful for their generosity, and for People and the SAG Foundation's continued commitment to charitable causes."

PEOPLE and EIF have collaborated on a variety of causes for more than a decade. Together, they have reached hundreds of millions of people with messaging that helps facilitate change.

About EIF

As one of the entertainment community's leading charitable organizations for more than 70 years, the Entertainment Industry Foundation (EIF) has distributed hundreds of millions of dollars to support initiatives addressing critical health, education and social issues. Visit eifoundation.org.

About PEOPLE

PEOPLE revolutionized personality journalism in 1974, and each week, the PEOPLE brand brings more than 53 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.

