

FOR IMMEDIATE RELEASE
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DALLAS SERVICE FORUM ANNOUNCES ANNUAL FUNDRAISING LUNCHEON FEATURING ACTRESS, PRODUCER, BUSINESSWOMAN AND MODEL SHEREE J. WILSON

Dallas Service Forum will hold their annual fundraising luncheon and auction on Tuesday, April 1 at Northwood Club. The theme “Deep in The Heart of Service” was announced by event co-chairs, DSF President Bonnie Cameron and Development Chair Carla Austin.

The luncheon will feature actress, producer, businesswoman and model Sheree J. Wilson as the key-note speaker. “We are delighted to welcome Sheree J. Wilson as she shares her stories of life as a cowgirl and actress,” said Austin. Sheree is best known for her iconic roles as April Stevens Ewing on the primetime CBS Series “Dallas” and as Alex Cahill Walker in the television series “Walker Texas Ranger.” She is a current Dallas resident, is President of Sandalphon Entertainment, modeled in numerous commercial campaigns, and had starring roles in theatrical films. In addition, Wilson is devoted to philanthropy, is an award-winning equestrian, rides for charity rodeos, and is involved in many non-profit organizations and events, including Equest Therapeutic Horsemanship and the Round Up for Autism. She is a longtime supporter of The Yellow Rose Gala Foundation and was involved with The Special Olympics while living in Los Angeles.

The luncheon will begin at 10:30 AM and includes a reception and meet and greet with Ms. Wilson, raffle, wine pull, silent and live auction, and seated lunch. Up for bidding will be shopping sprees, fashion finds, restaurant, and entertainment packages, along with worldwide destination trips. The first, second and third raffle prizes are a \$2,000.00, \$1,500.00, and \$1,000.00 American Express gift card, accompanied by specially selected gift items. Auction bidding will be both live and online. Online bidding by those who cannot attend the luncheon is welcome.

The luncheon serves as an annual fundraiser for DSF, raising awareness for their mission and allowing DSF to provide grants to the agencies supported by DSF. These include Dallas Children’s Advocacy Center, Ebby House, The Family Place, Hope’s Door New Beginning Center, Juliette Fowler Communities, Network of Community Ministries and Ronald McDonald House of Dallas. “Our luncheon allows DSF to continue our 48-year legacy of service from the heart and celebrates our many years of service to the community. We invite all to join us on April 1,” said Cameron.

Tickets for the luncheon are \$200.00 and sponsorships are available beginning at \$500.00. To purchase tickets and for sponsorship information, please go to www.dallasserviceforum.org.

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Background: DSF is a 100% non-profit volunteer organization. The Dallas chapter was formed in 1977 to create greater interest in civic, education and philanthropic endeavors in the greater Dallas community through volunteer work focused on children, families, and the elderly. Since it began, DSF has donated hundreds of thousands of volunteer service hours to the charitable agencies it supports and has donated more than \$1Million in direct grants and non-grants to worthy non-profit organizations throughout the greater Dallas area.

For additional Information:

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