

**FOR IMMEDIATE RELEASE**  
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**DALLAS SERVICE FORUM LUNCHEON RAISES FUNDS FOR IT'S NON-PROFIT AGENCY PARTNERS AND CELEBRATES 48 YEARS OF SERVICE TO THE DALLAS COMMUNITY**

Dallas Service Forum held its "Deep In the Heart of Service" luncheon and auction at Northwood Club on April 1. Event chairs Bonnie Cameron and Carla Austin welcomed over 175 guests at the annual fundraiser that featured Sheree Wilson, star of TV series "Dallas" and "Walker Texas Ranger" as key note speaker. Arriving guests met and posed for photos with Wilson prior to her speech that detailed her life's journey of model, television and movie star, producer, equestrian, and her rewarding personal commitment to philanthropy.

Attendees were welcomed by DSF President Bonnie Cameron and Vice President of Development Carla Austin. "Every day our Agency Partners provide critical resources to those in need, and that is exactly why we need your support and help today to help them meet those needs. We are grateful for your attendance and your generosity that allow us to support our Agency Partners," said Cameron.

The luncheon included a champagne reception, wine pull, raffle, both live and silent auction, and seated lunch in the Garden Room, designed by Penny Sanders of Sanders Studio Designs, and overflowing with yellow roses. Live and silent bidding was active for an array of shopping sprees, fashion finds, gift cards and international travel as the live auctioneer challenged attendees to bid and donate to support the DSF mission of providing service and financial support to children, families and the elderly throughout the greater Dallas Community.

As phone bidding was active, auction- paddles waved, and donations counted, the luncheon raised \$128,000. "It is because of your generosity that DSF can commit financially to our Agency Partners and help us together meet the needs of the greater Dallas community. We are forever grateful your support," said Austin.

Agencies served by DSF include Dallas Children's Advocacy Center, Hope's Door New Beginning Center, Juliette Fowler Communities, The Ebby House, Network of Community Ministries, The Family Place and Ronald McDonald House of Dallas.

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**Background:**

DSF is a 100 percent 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 48 years ago, Dallas Service Forum 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.

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