

Housing Dept. Builds Houses With Legos to Support March of Dimes

It's appropriate for the Los Angeles Housing Department to be involved with buildings. Not so ordinary, however, is department staff building with Lego bricks. But it was all done for a good cause.

More than \$600 was raised for the March of Dimes in the department's first Lego Building Contest in May. Supported by donations of product and Legoland tickets from the Lego Company, Housing Department staff participants were given a 500-piece Lego set and instructed to put together a team of work mates, family, friends

to construct a building and name it. Entries were judged on originality, use of color, incorporation of housing and the March of Dimes themes and a miscellaneous category called the Pizzazz Factor. The theme of the fundraiser was "Banding Together to Build Together."

Housing General Manager Mercedes Marquez and several members of the department's Rent Adjustment Commission (RAC) graciously assisted the fundraising effort by lending their expert Lego-design eye as judges. RAC members judging the entries were Chairman Jeff Daar, Mimi Soto, Ramon Muniz and John Boyajian. Unlike past March of Dimes fundraisers where tamales, floats, donuts and hamburgers were sold, the Lego building contest was promoted as absolutely fat-free with zero calories. Teams were also promised a chance to have fun, be creative and raise some money for a good cause.

Teams from the Housing Department's



The winning Team Angelino Minehune, from left: Peter Havas, Ellen Abajo, Tsegalem Woldemariam and Courtney Durham.

Personnel, Rent, Handyworker, Construction Services, Asset Management, HOPWA, Major Projects, NRD, CAO, Executive Management, Policy and Planning, and Accounting sections took part. Team names ranged from utilitarian (Team Policy and Planning) to highly whimsical (Heinz 57). First, second and third places received Legoland tickets. Winners also were able to donate new and slightly used Lego kits to their favorite local charities. Charities selected for Lego kit donation included Los Angeles Children's Hospital, Para Los Ninos (a Los Angeles based social service organization that serves homeless families with children) and the Elizabeth Glaser Pediatric AIDS Foundation.

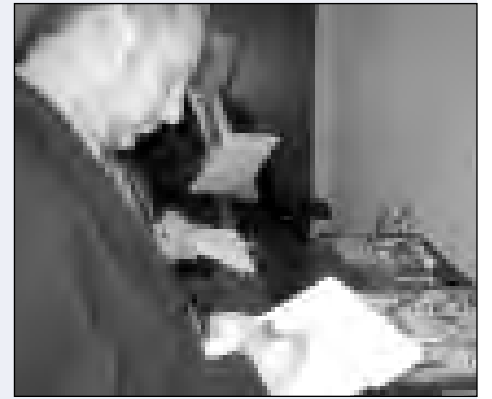
Construction Estimator Courtney Durham says the winning entry was all about "team-work. Working as a team is always a challenge in designing a product," he explains. "Because of the various design ideas, I found that it was

best to create a product that incorporated all design ideas. Hence the birth of the Lego Applied Housing Demonstration."

Alive! congratulates all the winners—and the entire fundraising team at the Housing Dept. for coming up with and producing this excellent event. 🏠

Prizes were awarded to the following:

- ★FIFTH PLACE: Built by Charlene, Cynthia and Brian Waters of the Waters Group: "Duckzilla vs. Happy Town." (Can't wait to see the movie!)
- ★FOURTH PLACE: "Transit-Oriented Development" came in fourth. The entry was built by Team Policy and Planning (who else!) with Helen Choi as project manager.
- ★THIRD PLACE: Built by Team United Colors of Women with Sandra Lopez, Meritxell Capdet, Jeannie Park, Silvia Denis, Maria Caballero, Judy Rodgers and Charlene Waters, third went to "Give the Gift of Life: Red Cross."
- ★SECOND PLACE: "Hi! Rise" built by Gillian, Alessandra and Garrett Gardner (children of Renne Gardner) of Team GAGG, placed second.
- ★FIRST PLACE: The winner of the first LAHD March of Dimes Lego Building Contest was Team Angelino Minehune, consisting of Ellen Abajo, Courtney Durham, Peter Havas and Tsegalem Woldemariam. The winning entry was entitled "Lego Applied Housing Demonstration." According to winning team members, the project incorporated the design and layout of various planning and development strategies including entry, parks, commercial zones, residential zones, streets, hierarchy and the repetition of various design elements.



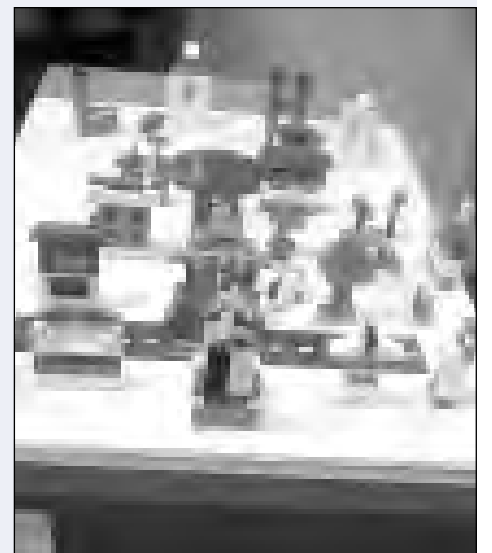
RAC chairman Jeff Daar judges the entries.



LAHD General Manager Mercedes Marquez judges the entries.



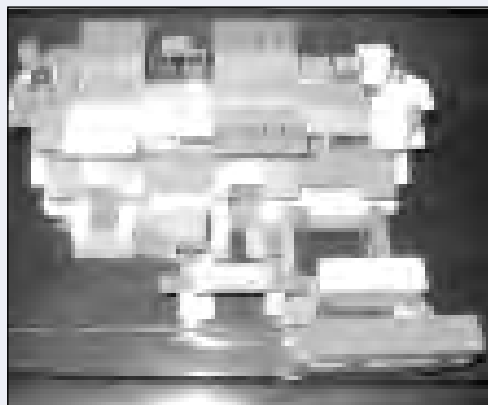
"Duckzilla," the fifth-place winner.



A closeup of the winning entry "Lego Applied Housing Demonstration."



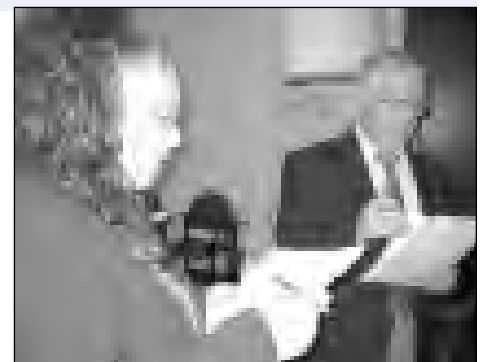
The winning entry "Lego Applied Housing Demonstration."



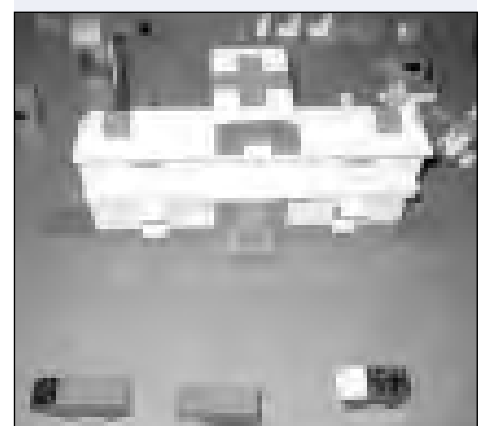
"Transit," the fourth-place winner.



"Hi! Rise," the second-place winner.



RAC members Mimi Soto and John Boyajian judge the entries.



"Red Cross," the third-place winner.



We can print your name or logo on anything including the following:
Coffee Mugs, Pens, Watches, Clocks, T-Shirts, Magnets, Key Tags, Awards, Baseball Caps, Golf Items, Mouse Pads and More!

www.RosebudMarketing.com

Promoting an Event? Need Fund Raising Items?

High School Reunions, Family Reunions, Incentives, Awards, Safety Programs

Call 213-689-4662

"If you can imagine it, we can create it."

ROSEBUD Marketing Group

110 E. 9th Street Suite A-444
 Los Angeles, CA 90079
 213-689-4662 Fax: 213-689-7870
 E-Mail: mmd1903@aol.com

