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# Seneca Family of Agencies to Honor Pebble Beach Company Foundation at the 2025 Central Coast Gala

*Monterey, California, May 13, 2025* — Seneca Family of Agencies will host its highly anticipated Central Coast Gala on Saturday, October 4, 2025, at The Club at Pasadera. Set against the backdrop of Monterey's picturesque hills, this elegant Casino-themed evening will bring together community leaders, philanthropists, and advocates for a night of celebration and impact. The gala raises critical funds to support Seneca's local programs, which provide vital mental health services, foster care, and family support to thousands of children and families each year.

This year's event will also shine a spotlight on a remarkable community partner—Pebble Beach Company Foundation—as they celebrate 50 years of giving. A steadfast supporter of Seneca's mission on the Central Coast, the Foundation has played a pivotal role in expanding access to care and resources for youth facing complex challenges. Since 2005, they've also partnered with Seneca through the renowned Pebble Beach Concours d'Elegance® Charity Drawing, further cementing their legacy of generosity and impact.

"We're honored to celebrate the Pebble Beach Company Foundation's extraordinary legacy and their enduring partnership with Seneca," said Gala Committee Co-Chair Cece McCoy. Peter Fernandez, McCoy's co-chair, added, "Their support helps to create brighter futures for roughly 4,000 children and families across our region each year."

Each year, the Central Coast Gala raises vital funds to support Seneca's work across Monterey County, helping ensure that every child receives the care and opportunities they need to thrive. This year's event is made possible in part by the extraordinary generosity of our Platinum Sponsors: Pebble Beach Company, Braga Fresh, D'Arrigo California, Tim Allen, Montage

Health, and The Club at Pasadera, whose leadership and support are helping to expand critical mental health and family services throughout the region.

**Event Details:**

- What: Seneca's Central Coast Annual Gala: Casino Edition
- When: Saturday, October 4, 2025
- Where: The Club at Pasadera, Monterey, California
- Honoring: Pebble Beach Company Foundation – Celebrating 50 Years of Giving
- Attire: Cocktail / Formal

Tickets and sponsorship opportunities are available. For more information about how to become a sponsor, contact Senior Director of Development and Strategic Engagement Doreen Luke at doreen_luke@senecacenter.org or (831) 262-1471.

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