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**CITY OF BEVERLY HILLS TAPS STEP UP ON SECOND
TO HELP SHIFT ITS HOMELESS POPULATION INTO HOUSING**

Santa Monica, CA - (November X , 2008) – In an effort to reduce homelessness within its borders, the city of Beverly Hills has approved a partnership with Santa Monica-based Step Up on Second, aimed at engaging chronically homeless mentally ill individuals and helping them to secure services and ultimately, housing.

The program will assist outreach and service professionals in making contact with the estimated 30-40 homeless people in Beverly Hills, many of whom are believed to be mentally ill and living in public parks and other places.

Combined with resources available through Step Up on Second's intensive case management program, which was funded under Proposition 63, the goal is to shift the city's modest homeless population into housing and help to rehabilitate them.

“This outreach is the start of treatment, and hopefully a road to recovery

and permanent housing,” said Tod Lipka, CEO of Step Up on Second. “We’ve met with success in working with a few of these individuals and we hope to continue to grow the program,” he continued.

Step Up on Second is a nationally recognized recovery center for chronically homeless individuals suffering with severe and persistent mental illness. Its goal is to provide long-term educational, social and work support while working to integrate the homeless back into the community—something it has had considerable success doing in Santa Monica, where the homeless population is estimated at more than 2,000.

“Beverly Hills wants to encourage people who want assistance to use our services,” said Mayor Barry Brucker. “Step Up On Second is a very well-respected organization with vast experience in providing housing for chronically homeless individuals. We’re pleased to be partnering with them on this vital project,” he continued.

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