**Texas Center for the Missing  
Heroes Behind the Mask - 25th Anniversary Masquerade Gala**

**Social Media Sample Posts**

**Hashtags on all posts:** #HeroesBehindTheMask #TCMGala #25thAnniversary #MasqueradeGala #TCMGala2025 #BeTheHero to #BringThemHome #houstonamberalert #houstonsilveralert #houstonnonprofit

**Partner Handles:** @HotelZaZaMuseumDistrict @bloominggallery @djferbidden @atifmaqsoodphotography @stopclickpose @HEB @flowerpowergives

**Petal Power Partnership**

We are excited to announce our continued partnership with @flowerpowergives for the March 22nd #HeroesBehindTheMask #25thAnniversary #MasqueradeGala. Petal Power takes centerpieces from special events and re-purposes them for delivery to brighten the days of patients and clients of partner agencies like @RMHCHouston and @Seven-Acres-Jewish-Senior-Care-Services.

Celebrate this beautiful collaboration and secure your tickets (or table) today: <https://online.centerforthemissing.org/tcm-gala-tickets>.

#TCMGala #TCMGala2025 #BeTheHero #BringThemHome #houstonamberalert #houstonsilveralert #houstonnonprofit

TW: @flowerpowergives will be at the #TCMGala2025 on 3/22 to re-purpose the centerpieces & brighten the days of clients of partner agencies like @RMHCHouston. #HeroesBehindTheMask #25thAnniversary #MasqueradeGala #TCMGala

Be a part of this beautiful collaboration: https://online.centerforthemissing.org/tcm-gala-tickets

**Save the Date**

#BeTheHero to #BringThemHome**! Save the date for the March 22nd, 2025,** 25th Anniversary #MasqueradeGala **benefitting Texas Center for the Missing, Houston’s Amber Alert AND Silver Alert Provider. Learn more: https://online.centerforthemissing.org/TCMGala**

**Last Chance to be Featured in Print in the Invitation**

December 2nd is the LAST DAY TO SUBMIT YOUR PLEDGE to be included in the #HeroesBehindTheMask #25thAnniversary #MasqueradeGala invitation as a VIP Underwriter. We want to recognize you! #TCMGala2025 Tables start at $3,500. We can’t wait to see you at @HotelZaZaMuseumDistrict on March 22nd! Event details and sponsorship benefits are available here: https://centerforthemissing.org/champions-for-children/

#BeTheHero to #BringThemHome. For questions or to make a pledge, contact Mel at mturnquist@tcftm.org. #TCMGala #houstonamberalert #houstonsilveralert #houstonnonprofit

@bloominggallery @djferbidden @atifmaqsoodphotography @stopclickpose @HEB @flowerpowergives

TW: We want to recognize you! 12/2 is the LAST DAY TO SUBMIT YOUR PLEDGE to be included in the #HeroesBehindTheMask #25thAnniversary #MasqueradeGala invitation. #TCMGala2025: https://centerforthemissing.org/champions-for-children/

#BeTheHero to #BringThemHome. #houstonamberalert #houstonnonprofit

**Gabriel Lester Hero Award Honorees**

We are excited to announce Suzy and Paul Thompson, Jr., are the 2025 Gabriel Lester Hero Award Honorees!

Please join us in honoring Suzy and Paul for their extraordinary support of the life-saving mission of Texas Center for the Missing, Houston's Amber Alert AND Silver Alert Provider! Learn more about this award and its namesake: https://centerforthemissing.org/gabriel-lester-hero-award/

#TCMGala #BringThemHome #TCMGala2024 #houstonnonprofit #houstonamberalert #houstonsilveralert

**Announcement of Both Award Recipients**

Join us at the #HeroesBehindTheMask #25thAnniversary #MasqueradeGala as we honor Suzy & Paul Thompson and Captain Denise O’Leary at the #TCMGala2025 where YOU can #BeTheHero to #BringThemHome! Join us @HotelZaZaMuseumDistrict on March 22nd! #TCMGala Learn more: https://centerforthemissing.org/champions-for-children/

**Invitation to Donate to the Gala Auction**

Want to get your business seen by Houston’s business professionals and support a good cause? Download the #HeroesBehindTheMask #25thAnniversary #MasqueradeGala Auction Request Package OR contact Mel Turnquist at mturnquist@tcftm.org to donate an item to the Gala Auction or Raffle! *https://centerforthemissing.org/download/5889/*

100% tax-deductible and 100% doing good! #TCMGala #BeTheHero to #BringThemHome

Twitter: Want to get your business seen by Houston’s business professionals & support a good cause? Download the #HeroesBehindTheMask #25thAnniversary #MasqueradeGala Auction Request Package OR contact us at mturnquist@tcftm.org to donate an item to the Auction! <https://centerforthemissing.org/download/5889/>

**Wine Pull Donation Request:**

During the holidays, you may receive host(ess) gifts galore! If you have wine or spirits not to your taste, donate them to the #25thAnniversary #MasqueradeGala. Your 100% tax-deductible gift will raise life-saving funds via the Wine Pull! Want to underwrite a bottle or two (or more)? Community members can underwrite a bottle with a $75 tax-deductible gift: <https://online.centerforthemissing.org/gala-underwriting-opportunities>

#TCMGala #BringThemHome #houstonamberalert #houstonsilveralert #houstonnonprofit

TW: During the holidays, you may receive host(ess) gifts galore! If you have wine or spirits not to your taste, donate them to the #25thAnniversary #MasqueradeGala. Or, you can sponsor a bottle with a tax-deductible gift: https://online.centerforthemissing.org/gala-underwriting-opportunities

#TCMGala #BringThemHome

**Thank you Floral Sponsor**

Thank you, @HEB for serving as the 2025 #TCMGala Floral Sponsor! Thanks to you, each guest will #BeTheHero to #BringThemHome in a beautiful setting at the March 22nd #TCMGala2025. Thank you to the #HEBHelpingHere team for your extraordinary creativity and generosity!

Learn more: <https://centerforthemissing.org/champions-for-children/>

#houstonamberalert #houstonsilveralert #houstonnonprofit