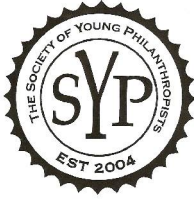


# PRESS RELEASE



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## **The Society of Young Philanthropists taps into a younger demographic to create social awareness and donate to charitable causes with their first annual charity-fundraiser**

LOS ANGELES, March 7, 2005 – The Society of Young Philanthropists announces its society debut with its first annual charity-fundraiser on Saturday, May 14, 2005 to benefit three Jewish causes in celebration of Israel's Independence Day. The evening gala will include sponsored food and drink, live entertainment and raffle prizes. Tickets are available for \$150 minimum donation and proceeds will benefit three causes related to emergency relief, education, and rehabilitation.

"It is so exciting to see an organization that not only benefits the youth but is also created by the youth," said founder and SYP president Elishia Shokrian. "The other charities we've formed alliances with have been so impressed by the motivation and determination of these young adults. We hope that these are the people who will go on to make a significant difference in the world."

When Shokrian, a native Angelino and a recent graduate from Cornell University's College of Hotel Administration, founded SYP six months ago, she saw an immediate feedback from the community.

"I think it's a misconception that the youth today are empathetic to social causes that don't affect themselves," said Shokrian. "Everyone approached me and wanted to get involved. The most rewarding aspect for me is seeing how many talented people we have contributing their experience, time and other resources to a selfless project. Everyone has been amazingly supportive."

The steering committee currently includes 30 people, with the majority between the ages of 21 and 30. The organization intends to tap the younger demographic (21-40 year-olds) by offering an attractive and appealing way of getting involved in philanthropy. Social activities and events are intended to benefit various causes while bringing Los Angeles youth together in a positive atmosphere to further their own interests and strengthen their ties and connections within the community.

The Society of Young Philanthropists is a non-profit, public benefit organization. It is a platform designed to raise awareness, and promote charitable causes among young professionals through social events. SYP aims to instill the next generation of professionals with a sense of commitment to philanthropy. Though some may not be in an immediate position to share significant financial contributions, the SYP provides

opportunities for eager young philanthropists to involve themselves by supplying their business, social or educational resources. The events will mutually benefit members by integrating them into a network intended to facilitate common philanthropic and professional interests.

For more information regarding The Society of Young Philanthropists, or to make a donation, visit <http://www.philanthropysociety.org>.