

PRESS RELEASE



For Immediate Release

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Young Philanthropists' sophomore event commemorates 9/11 with trunk sale proceeds going to terrorist victims through One Family Fund

LOS ANGELES, September 11, 2005 – The Society of Young Philanthropists invites the Los Angeles community to commemorate 9/11 and victims of terrorism worldwide, with *Philanthroshop*, a sample sale featuring designer brands at discounted prices. The organization, established December 2004, has pledged 10% of all proceeds to OneFamily Fund, providing assistance to victims of terrorism in Israel.

Philanthroshop will be held at a private Beverly Hills estate located at 1006 Elden Way, off of Crescent Dr. and north of The Beverly Hills Hotel, on Sunday, September 11th from 9am until 9pm. A \$5 donation at the door is requested in order to cover set-up and marketing costs. Confirmed vendors include premium women and men's denim brands and knits, T-Bags, Trisje Handbags, Joyaan, Bijou Designs, men's designer shirts by Christiano, and others to be announced.

OneFamily, Israel's central address providing personalized care and support, provides direct financial, legal, and emotional assistance to victims of terrorism in Israel. OneFamily forges a sense of family among all the survivors: helping each other, learning from each other, and drawing strength from each other. More information available at: www.onefamilyfund.org.

Phialnthroshop is SYP's sophomore event, a follow-up to the *Society Debut*, their first annual gala on May 14, 2004, with over \$40,000 in ticket sales, being divided between three separate charities.

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

For more information on *Philanthroshop* or to make a donation, visit www.philanthropysociety.org or call 310-271-0060.