

FOR IMMEDIATE RELEASE
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Contact:
Caroline Avakian
212.255.9980 x 226
cavakian@trickleup.org

THIRTY-FIRST ANNUAL TRICKLE UP GALA TO HONOR WENDY GORDON ROCKEFELLER FOR TEN YEARS OF LEADERSHIP

Featuring a Special Performance by Brian Stokes Mitchell

(New York, NY) April 15, 2010 —Trickle Up will host its thirty-first anniversary gala on Tuesday, April 20, 2010 at Cipriani Wall Street. Honoring Trickle Up board member Wendy Gordon Rockefeller for a decade of leadership as board chair and her lifelong commitment to ending poverty, the event will also include a special performance by Tony Award winner Brian Stokes Mitchell and an auction benefiting Trickle Up's India program.

Ms. Rockefeller will be presented with the Glen & Mildred Robbins Leet Humanitarian Award, named after Trickle Up's founders, for 15 years of dedication to Trickle Up and a lifetime of public service. During her tenure as board chair, Trickle Up has helped tens of thousands of families take the first steps out of poverty. In addition to her work at Trickle Up, Ms. Rockefeller has been a leader in the green consumer movement, currently serving as Communications Consultant to the NRDC.

"Wendy Gordon Rockefeller's dedication to Trickle Up has been instrumental in moving this organization forward," said William M. Abrams, president of Trickle Up. "Under her leadership, Trickle Up has grown in size to reach ten thousand participants every year. We are delighted that she will continue to serve on our board of directors."

Since it was founded in 1979, Trickle Up has been a pioneer in global poverty alleviation, helping people who live on less than \$1.25 a day build sustainable livelihoods. By providing a seed capital grant, business training and savings support, Trickle Up helps participants develop the skills to take the first steps out of poverty through microenterprises that improve quality of life for them and their families. Today, Trickle Up serves 10,000 participants each year in Africa, Asia and Central America—where we see people living on less than \$1.25 a day lifting themselves and their families out of poverty.

The co-chairs of this year's gala are Peter W. Baird, President, DJO Incorporated; Bal G. Das, Vice Chairman, Kailix Investment Advisors; and Heidi G. Miller, CEO, Treasury and Securities Services, JPMorgan Chase & Co.

For more information on Trickle Up's Annual Gala visit <http://trickleup.org/donate/gala2010.html>. Tickets are also available through the Trickle Up Benefit Office at 156 Fifth Avenue, Suite 1100, New York, NY 10010, or by emailing Perry Kirkland at perryk@sualtd.com

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Trickle Up empowers people living on less than a dollar a day to take the first steps out of poverty, providing them with resources to build microenterprises for a better quality of life. In partnership with local agencies, Trickle Up provides business training and seed capital grants of \$100 to launch or expand a microenterprise and savings support to build assets. Trickle Up works in 8 countries throughout Asia, Africa and Central America.