

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

TRICKLE UP TO HOST 30th ANNIVERSARY GALA ON APRIL 7, 2009 TO CELEBRATE THREE DECADES OF WORK IN INTERNATIONAL POVERTY ALLEVIATION

(New York, NY) March 24, 2009—Trickle Up will host its thirtieth anniversary gala on Tuesday, April 7, 2009 at the Rainbow Room in New York. The gala, marking 30 years since Trickle Up was founded as a pioneer in poverty alleviation, will honor Linda Strumpf, Vice President and Chief Investment Officer of the Ford Foundation. Hope S. Miller, Trickle Up board member and former President of the US Committee for UNIFEM, will receive the Glen and Mildred Robbins Leet Humanitarian Award.

This year's co-chairs are Ed Hyman, Chairman, International Strategy & Investment; Abby Joseph Cohen, Senior Investment Strategist, The Goldman Sachs Group; Penelope Foley, Managing Director, Trust Company of the West; and Susan Leader, Managing Director, Trust Company of the West.

Since it was founded in 1979, Trickle Up has been a pioneer in global poverty alleviation, helping people who live on less than \$1 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.

"Entering our 30th year, we truly see now more than ever the critical need to empower the world's poorest," said William M. Abrams, president of Trickle Up. "We remain committed to our founders' core values: believing that the very poor have both the will and ability to build better futures for themselves and their families."

Mildred Robbins Leet, co-founder and board chair emerita of Trickle Up, said, "We believe deeply in the power women have to improve their communities, and we are delighted this year to recognize the contributions that Linda Strumpf and Hope S. Miller have made toward reducing the disparity between rich and poor throughout the world."

Today, Trickle Up serves 10,000 participants each year in eight countries around the world—where we see poor women living on less than \$1 a day lifting themselves and their families out of poverty. In its 30th year, Trickle Up is offering new services to participants, such as links to formal financial institutions, and is on track to more than double the number of participants reached by 2012.

Tickets are available through the Trickle Up Benefit Office at 156 Fifth Avenue, Suite 1100, New York, NY 10010, or by emailing Sharon Frank at sfrank@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.