



[www.cherryfund.org](http://www.cherryfund.org)

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**For Immediate Release**  
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## **THE CHERRY FUND ANNOUNCES ITS “REDISCOVER DC” INITIATIVE**

Washington, DC (October 16<sup>th</sup>) The Cherry Fund is please to announce the launch of our “Rediscover DC” our new initiative supporting the local business community through collaboration and promotional partnerships.

The initiative is an expansion of our promotional and allied events program with three strategic goals in Mind. Goal #1 is to give back to the local community that has been in support of our work for the last decade. Goal #2 is to support the local business community by working with local Main Street Groups, Business Industry Groups, and local citizen groups in the effort to promote local businesses and DC through out our patron base. The final goal is to highlight and promote DC and the local business community at regional and national events located outside the DC board.

“We are pleased that we can give back to the local community that has supported us for years,” said Paul Marengo, Board President. “By working together, we can all succeed.” For more information on our program and how to get involved visit us at [www.cherryfund.org](http://www.cherryfund.org) or email us at [info@cherryfund.org](mailto:info@cherryfund.org).

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**Current “Rediscover DC” Partners:** Adams Morgan Main Street Group, Historic Dupont Circle Main Streets

Cherry Fund is sponsored by: **Diamond** - Kirium Interactive, Washington Blade / **Bronze** – Fresh of Georgetown, Lord and Taylor, Nellie’s Sports Bar, Rugby by Ralph Lauren, Rugby Cafe / **Community Partners** – 495 Bears, Al Sura, Ambassador’s Shield, Maryland Stingers

The Cherry Fund Inc. is a DC based 501© 3 organization that is led and staffed entirely by volunteers. Since its inception in 1999, The Cherry Fund raised over \$900,000 for both local and national charities. For Additional information, visit us at [www.cherryfund.org](http://www.cherryfund.org)