



www.cherryfund.org

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THE CHERRY FUND ANNOUNCES BIG CHANGES

Washington, DC (February 10th) — In an effort to continue fundraising and awareness in previously untapped markets, the Cherry Fund is adapting its annual weekend of philanthropic events to better meet the needs of the community. Recognizing a demographic shift in their patrons' giving & participation habits, the Fund is making several significant changes to reach supporters, while maintaining the charitable, all-volunteer character that has been a hallmark of the organization since inception. Among these are:

FIRST, the Board has renamed and reprogrammed the weekend. The new weekend, Taste for Life, will include a variety of events. In addition to The Main Event, new events include a Make-over Fashion Show, a Drag Show Happy Hour, and even a food tasting event. A complete schedule and additional details will be made available to the community soon.

SECOND, the Board has modified its mission statement and give-back format to focus on the growing HIV/AIDS epidemic in Washington, DC, and to disburse the funds more effectively. CHERRY was founded as an event to benefit HIV/AIDS service organizations, and in light of the worsening situation in the metropolitan area, the Board wants to focus its energy on this issue alone. Also, instead of selecting beneficiaries prior to the weekend, there will be a grant program format whereby HIV/AIDS-related service organizations will apply for the funds.

THIRD, the Cherry Fund has always been an active member of the Washington, DC's GLBT community. This year the organization will continue to nurture its current partnerships, as well as seek to develop new partnerships, within and outside Washington's GLBT community. It is the Board's hope that these partnerships will help support our respective missions, and provide opportunities to share information and resources.

The Cherry Fund was established in 1999 to support the efforts of organizations contributing to the Washington, DC Community, and since its inception, it has distributed more than \$875,000 via donations to its beneficiaries. The Fund is an all-volunteer organization with no paid staff. For more information on the Fund, visit www.cherryfund.org.

Taste for Life is sponsored by: **DIAMOND** - HX / New York Blade / Kirium Interactive / **TITANIUM** - Cobalt / Town / Ziegfelds/Secrets / **PLATINUM** - Nellie's / Passport Magazine

The Cherry Fund, established in 1999, and located in Washington, DC, is an independent, all-volunteer 501(c) 3 foundation. The sole purpose of the Fund is to raise funds for the HIV/AIDS youth service community. The Fund focuses on organizations combating the spread of HIV infection & AIDS through prevention, treatment, and education in the nation's youth community.