



Hedge Fund Association Announces Sponsorship of the AT&T USA Cycling Professional Criterium National Championship

Leading not-for-profit industry association brings Chicago alternative investment community together in support of Glencoe Educational Foundation

Chicago, Illinois - August 2, 2010 - The Hedge Fund Association, HFA, today announced its sponsorship of the AT&T USA Cycling Professional Criterium National Championship at the Glencoe Grand Prix, to be held Saturday August 14, 2010 in the village of Glencoe, Illinois. The race, a regional staple for 23 years, will support the Glencoe Educational Foundation, a non-profit organization that seeks to enhance education in the Glencoe School District. As an event sponsor, the HFA will have its own tent where food and refreshments will be offered all day. For devoted racing fans, arrival time is suggested at noon on August 14, 2010, but arrivals are permitted as late as 6pm. A block party will follow the race.

"This event's incredible popularity will allow the Hedge Fund Association and the Glencoe Education Foundation to draw attention to the issues plaguing today's schools," said Jim Gabriele, HFA Midwest Chapter Director and Managing Director of Butterfield Fulcrum.

The Glencoe Grand Prix has established itself throughout the cycling community, earning the title of Illinois Race of the Year in 2008 and 2009. The event, which brings more than 15,000 visitors to the area, is a draw for the cycling community. Last year's race had an estimated economic impact to the region of \$1.25 million.

"This is a wonderful opportunity for the hedge fund industry to contribute to education," stated Stuart Brogan, HFA Director, Business Leader for Hedge Funds at Morningstar Inc and racer at the event. "Through the race's collaboration with the Glencoe Educational Foundation, we will be supporting technology in the classroom, which is essential for today's students."

To learn more about the race, visit <http://www.glencoegrandprix.com>.

About The Hedge Fund Association

The Hedge Fund Association is a not-for-profit international group of forward-thinkers, practitioners and investors united to influence public policy and foster new opportunity throughout the global hedge fund industry. With the widespread misperceptions of alternative investments, the HFA advocates for members by giving voice to the issues through the education of investors, the media, regulators and legislators. Members of the HFA also serve the community through a commitment to philanthropy and academic excellence.

To learn more, visit www.thehfa.org.

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