



Hedge Funds Care To Hold 2nd South Florida Benefit During Art Basel At Iconic Raleigh Hotel on Miami Beach

South Florida's Financial Community to Unite Against Child Abuse and Neglect at Elegant Cocktail Reception During Art Basel

Miami, FL – November 23, 2010 – Hedge Funds Care, a global non-profit organization that raises funds and awareness within the alternative investment industry for programs that work to prevent and treat child abuse, today announced that it would be holding the 2nd South Florida Benefit for Hedge Funds Care on Dec. 2nd, 2010, the first night of Art Basel, Miami Beach. This elegant cocktail reception featuring live music, gourmet cuisine by prominent local chefs, and fine spirits will be held from 7:00pm to 10:00pm at the iconic art deco gem, the Raleigh Hotel, which is located at 1775 Collins Avenue, Miami Beach, FL.

“The first annual South Florida Benefit was one of the most popular events of last year’s Art Basel, drawing nearly 300 members of the hedge fund industry from both the Northeast and South Florida,” said event Co-chair Greg Levy of Kaufman, Rossin & Co. “Not only does this elegant, sea side cocktail reception qualify for the party of the season, but the funds we raise directly help Hedge Funds Care in its mission of preventing and treating child abuse and neglect,” added event Co-Founder Mitch Ackles of Hedge Fund PR.

Pershing Prime Services and Kaufman, Rossin & Co. are the Platinum sponsors of the 2nd South Florida Benefit for Hedge Funds Care while ACSB and North Point BNY ConvergeX Group hold Silver sponsorships. The full, open bar is graciously donated by Premium Beverage and Bacardi U.S.A and the official after party will be held at The Betsy Hotel located at 1440 Ocean Drive, Miami Beach, FL. The University of Miami School of Business Administration is the proud Educational Partner of the South Florida Benefit for Hedge Funds Care. A limited number of tickets are still available at \$150 per ticket. Event sponsorships are also available and include a variety of powerful marketing benefits. Attendees are encouraged to come in cocktail attire.

About Hedge Funds Care

Hedge Funds Care is an international charity supported largely by the alternative investment industry. Its sole mission is to support efforts to prevent and treat child abuse. Hedge Funds Care raises money, primarily through events, and awards grants in 11 major cities in the United States, Canada, the Cayman Islands, and the United Kingdom. Approximately 30 events are held annually. Hedge Funds Care’s grantees service children of all ages and span the entire spectrum from preventive and educational services for at-risk families to forensic interviews and treatment of children who have already experienced abuse. We generally fund small, community-based organizations, where small grants can have a profound impact. In 2009, Hedge Funds Care awarded over \$2.6 million to 83 organizations. Since inception, Hedge Funds Care has awarded more than 600 grants totaling \$23 million. Hedge Funds Care is largely a volunteer-driven organization, with professionals from the hedge fund industry serving on the Board and on local committees that plan events and evaluate grant proposals. The organization has a small staff based in New York City.

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