



MEDIA ADVISORY

JOIN AN EXPEDITION TO STRENGTHEN PHILANTHROPY IN SAN DIEGO

- WHO:** The San Diego Chapter of the Association of Fundraising Professionals (AFP)
- WHAT:** 15th Annual Development Conference
- WHEN:** Tuesday, May 24, 2005, 8:00 am – 6 pm
- WHERE:** Balboa Park (Natural History Museum & Casa Del Prado), San Diego, CA
- WHY:** This day long expedition provides a unique opportunity for anyone involved with philanthropy in our community – fundraisers, donors, volunteers, community leaders - to **EXPLORE** issues & resources, **DISCOVER** new skills & knowledge, and **IMAGINE** visions and solutions that will help strengthen philanthropic resources throughout San Diego.
- HOW:** Additional information and registration instructions can be found at www.afpsd.org or by calling 888-323-7237

Additional Background:

AFP's 15th Annual Development Conference will be a fun expedition and comprehensive learning experience for anyone in the community interested in improving philanthropy in San Diego. Using the backdrop of Balboa Park as a symbol of the successful blending of science and art, an array of speakers will use various venues in the park to lead participants through discussions and educational tracks on critical aspects of the science and art of philanthropy, including:

- **Compassion and Capitalism – Are They Compatible?**
Murray Galinson, Chairman San Diego National Bank
John Sage, Founder & President, Pura Vida Coffee
- **How High Impact Philanthropy Can Transform Communities**
Marianne Briscoe, Brakeley Briscoe Inc.

For more information or to arrange for an interview, please contact:

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