

For immediate release

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LaLiberte Calendar to Benefit
Grab The Torch and National Association of Independent Schools

Boston, MA – August 19th, 2009 -- Grab The Torch and Norman LaLiberte have agreed to a multi-year cause-related fundraising program to support the education initiatives of Grab The Torch. Proceeds from the sale of a LaLiberte illustrated perpetual calendar will support scholarships for Grab The Torch's Philanthropy Camps and the Challenge 20/20 sponsored by the National Association of Independent Schools. Funds will be shared by both organizations.

The 2010 LaLiberte Calendar, a collection of Mr. LaLiberte's www.laliberteprints.com colorful artwork of fruits and vegetables, was announced at Grab The Torch's 2009 Philanthropy Camp. LaLiberte has taught at Rhode Island School of Design, Notre Dame, Nantucket School of Design and several other institutions. LaLiberte has honorary doctorates from McGill, Notre Dame and will receive an honorary doctorate from Montserrat College of Art in August. LaLiberte's love of life is expressed with his vibrant colors. Millions of travelers have enjoyed his artwork in Boston's Logan Airport. The calendar will be available on-line at www.grabthetorch.org, in selected retail stores, galleries and book stores across the country beginning in September. The calendar consists of individual illustrated sheets for each month. Since the months do not reference the year, the calendar can be used in perpetuity. Mr. LaLiberte said, "Grab The Torch is the vehicle to educate children for the greater good. NAIS has been committed to supporting education, scholarships, multiculturalism, volunteerism and vision for global change. Their roles are equally important to find the next volunteers, visionaries for the greater good, global change and the next wave of philanthropists."

Grab the Torch is an on-site educational program to prepare students for their upcoming roles in volunteerism, community service, philanthropy and introduce them to non-profit careers. Programs include lectures, seminars and summer Philanthropy Camps for high school students and college freshman. Grab the Torch's mission is to prepare the students for the passing of the torch from their parents, grandparents, teachers and mentors. Grab The Torch instills the importance of doing something, no matter how small, for the greater global good. The 2010 Philanthropy Camp schedule includes camps at Pomfret (CT), Fountain Valley School (CO) and other locations across the country. Grab The Torch and NAIS are 5013c organizations. The 2009 Philanthropy campers will serve on the Jr. Volunteer Committee for the calendar.

The Challenge 20/20 is an internet based program that pairs classes on all levels (K-12) from schools in the USA with their counterpart classes in schools in other countries. NAIS represents over 1300 independent schools. Pat Bassett, President of NAIS, says, "Schools of the future must include civic engagement and philanthropy as key values to teach and model. NAIS is pleased to partner with Grab The Torch to that end."

Dave Aldrich, Grab the Torch Founder, was asked why a sharing program was established and why proceeds were not given exclusively to Grab The Torch. "We follow a basic formula, 'give to give, not to get.' I feel that sharing Norman's generosity was an important message to our students. The current economic climate poses challenges to all non-profits, but we can never lose sight that we're all in the non-profit world to help one another. It's a clear message of walking the walk for the greater global good. NAIS's has shared their generosity and vision for the Challenge 20/20 to all schools - independent, public and charter. NAIS' (www.nais.org) efforts to support scholarship programs at all independent schools are often overlooked. They are a model organization that Grab The Torch is delighted to support."

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