



FOR IMMEDIATE RELEASE

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FIGHT FOR CHILDREN LAUNCHES GOLF TOURNAMENT TO RAISE FUNDS FOR CHILDREN IN WASHINGTON, DC

(Washington, DC) -- At noon on Monday, October 5, 2009, Washington, DC area business leaders and philanthropists will be at TPC Potomac at Avenel Farm for the 'shot-gun' start to the Inaugural Golf Challenge Presented by GEICO to benefit Fight For Children. Fight For Children, the nonprofit whose Fight Night fundraiser is widely recognized as one of the most successful charity events in the country and the number one fundraiser in Washington, DC, supports education and health care programs for low-income children in the Nation's Capital.

"GEICO's associates in Washington, DC are thrilled to support Fight For Children and their work to make sure all kids get a quality education," commented Rynthia Rost, Vice President of Public Affairs for GEICO." The Golf Challenge is just one way we are working to make the community in which we live and work stronger."

Golfers at the event will enjoy spending a beautiful autumn day in the rolling wooded countryside at TPC Potomac, which is part of the PGA TOUR's acclaimed TPC Network of clubs. TPC Potomac boasts 18 picturesque and beautifully maintained holes, and blends the time-honored traditions of golf with modern conveniences. After registration, which begins at 10:30 a.m., Golfers will enjoy breakfast and warm-up before the 11:45 a.m. Tee time. The golf tournament will begin at noon with a shotgun start with lunch served on the course.

Non-golfers will enjoy a day of relaxing, networking, and learning in the beautifully appointed Club House, hosted by model philanthropist, Katie Rost, where they will see Fall Fashions including the perfect golf attire shown by Saks Fifth Avenue, and choose from a menu of

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specially-designed options such as: Spa services provided on-site by Elizabeth Arden Red Door Spas; Golf Clinics provided by TPC Golf Professionals; and a Golf and Business Workshop including pointers and advice for incorporating golf into your business networking.

“Fight For Children is grateful to GEICO and all our sponsors for making the Golf Challenge a success,” said Joseph E. Robert, Jr., Chairman of Fight For Children. “In this tough economic climate, the children we help are counting on all of us to be there for them. This event is one more way for the business community to show our kids we are standing with them.”

Golfers and Non-golfers will come together at 5:00 p.m. for Cocktails, Dinner Reception, Awards and Entertainment by R&B sensation Kenny Lattimore. Sponsored by The Rost Foundation, GEICO, Pepco, General Electric, PNC Bank, Elizabeth Arden Red Door Spas, Saks Fifth Avenue, Washington Life Magazine and AskMissA.com, this event is sure to be a Hole-in-One. Supporters can participate in the golf event for as little as \$1,000 and the day of relaxing and learning for \$500. Download additional information and a registration form [here](#). To learn more and for sponsorship details, visit www.fightforchildren.org, call 212-629-4920, or email FightForChildren@thegreenmagazine.com.

The Fight For Children Golf Challenge Presented by GEICO is produced by The Green Magazine.

About Fight For Children

Fight For Children, founded in 1990 by business and civic leader Joseph E. Robert, Jr., is a 501(c)(3) organization committed to providing all children in the District of Columbia the tools they need to grow, learn, and succeed. Fight For Children has raised \$82 million in private contributions, investing these resources to create education, leadership and health care programs, as well as providing direct support to over 150 youth-serving organizations in the greater DC area.

About GEICO

GEICO (Government Employees Insurance Company) – as part of Berkshire Hathaway – is the third-largest private passenger [auto insurer](#) in the United States*. GEICO provides [auto insurance coverage](#) for 9 million policyholders and insures more than 16 million vehicles.

In addition to auto insurance, GEICO offers customers [insurance products](#) for their motorcycles, all-terrain vehicles (ATVs), boats, homes, apartments and mobile homes. Commercial auto insurance and personal umbrella protection and life insurance are also available.

As a member of the Berkshire Hathaway group of companies, GEICO is rated A++ for financial strength by A.M. Best Company and ranks at the top of several national customer satisfaction surveys. For more information, go to <http://www.geico.com>.

*A.M. Best 2008 market share data

About The Rost Foundation

Our mission is simply to help children manifest in their consciousness an open and aware spirit. We assist children in maximizing their life potential and realizing their highest dream of themselves through recreational and enrichment activities. Our aim is to support youth who would like to participate in programs that build self-confidence and provide safe environments for children to play, grow and thrive. It should be a right and not a luxury for kids to take part in healthy activities.

We raise funds for families who want to enroll their children in cultural and recreational enrichment programs. These programs could be as varied as piano lessons, art classes, tennis lessons--- we support all activities that are culturally stimulating and extracurricular! This assistance is provided, in the form of a grant, through an essay writing process that allows families to choose classes and programs in their local community which meet the goals of our mission . We also fundraise for organizations that have a history of doing good community works, such as The Boys and Girls Clubs of Greater Washington and WolfTrap Children's Theatre-in-the-Woods.

About Pepco

Pepco is a regulated electric utility that provides transmission and distribution services and is a wholly owned subsidiary of Pepco Holdings, Inc. (PHI). We deliver electricity to more than 767,000 homes and businesses in the District of Columbia and its Maryland suburbs.

Pepco is committed to ensuring that our customers continue to receive the highest quality service available. We place a high value on being a good corporate citizen. We conduct our business responsibly and in a manner designed to protect the health and safety of our employees, our customers, the general public and the environment. We encourage and support our employees who give their time and energy creating a brighter future for others.

Pepco. We really are connected to you by more than power lines.

About PNC Bank

The PNC Financial Services Group, Inc. (www.pnc.com) is one of the nation's largest diversified financial services organizations providing retail and business banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

About General Electric

GE is Imagination at Work - a diversified technology, media and financial services company focused on solving some of the world's toughest problems. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing, media content and industrial products, we serve customers in more than 100 countries and employ more than 320,000 people worldwide.

GE has a strong set of global businesses in infrastructure, finance and media aligned to meet today's needs, including the demand for global infrastructure; growing and changing demographics that need access to healthcare, finance, and information and entertainment; and environmental technologies.

In 2008, GE earned \$18 billion, our third highest year in history. Thanks to the extensive repositioning of our portfolio over the past eight years, GE redeployed capital to enable growth. Operating cash flow for the year 2008 remained strong at over \$19 billion.

GE traces its beginnings to Thomas A. Edison, who established Edison Electric Light Company in 1878. In 1892, a merger of Edison General Electric Company and Thomson-Houston Electric Company created General Electric Company. GE is the only company listed in the Dow Jones Industrial Index today that was also included in the original index in 1896.

About Elizabeth Arden Red Door Spas

Escape through the Red Door for an hour, an afternoon or an entire day of total personal pampering. We offer a diverse and comprehensive menu of salon and spa services, from signature skincare, massage and body treatments -- to nail care, hair design, makeup artistry and more. Indulge yourself in the Red Door experience at any of our 30 day spa and resort locations nationwide.

A leader in the industry, Red Door Spas is committed to enhancing the lives of our guests through beauty, harmony and well-being...and is the ongoing vision of day spa pioneer Elizabeth Arden. Her fundamental belief that beauty should be an intelligent union of nature and science to develop one's finest natural assets is carried out through our innovative treatments and quality services, with scientifically-proven and advanced ingredients.

About Saks Fifth Avenue

Saks Fifth Avenue, one of the world's preeminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates. Today, Saks operates 53 full-line stores in 25 states, 5 licensed stores in the Middle East and 1 licensed store in Mexico City, 54 Saks Fifth Avenue OFF 5TH stores and saks.com, the company's online store.

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