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Doing IT for Good: Landmark Ventures Kicks off Annual Networking and Charity Event

Landmark Ventures Brings Together Top Corporate IT Executives and Cutting-Edge Technology Companies to Support a Great Cause

NEW YORK--(BUSINESS WIRE)--Venture consulting firm Landmark Ventures kicked off their Annual Networking and Charity Event, "Do IT for Good" this past Tuesday, Nov. 6. The event took place at the Harvard Club in New York and was featured as part of the CBS local 11 O'Clock news.

Landmark's exclusive gathering featured over 150 leading CIOs, CTOs, CISOs and Directors of Information Technology from across the Fortune 500 community, who donated several hours of their time to attend a networking event to discuss innovative trends in technology and business strategy with their peers.

The evening was generously sponsored by six cutting-edge technology providers; Credant Technologies, ClearEdge Partners, SpectrumK12, CopperEye, Ounce Labs and Inovis, with all the proceeds benefiting non-profit organization, Year Up.

Year Up is a one-year, intensive training program that prepares underprivileged, at-risk young adults, ages 18-24, with a high school diploma or GED in technology, business and professional skills to help them create successful careers in Information Technology. After a 6-month classroom component, Year Up students are placed in a variety of 6-month apprenticeships at leading US corporations.

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The event was designed to raise awareness of Year Up in the Corporate IT community and develop opportunities for urban young adults to expand their internship opportunities with a high-profile roster of Corporate IT Executives, including those at the top Fortune 500 financial institutions, consumer goods firms, pharmaceutical companies, insurance providers, large retailers and leading media corporations.

Zeev Klein, General Partner of Landmark Ventures, said, "From the beginning, Landmark's mission has been to bridge the gap between innovative, cutting-edge technologies and the Business Executives who rely on them to maintain a competitive advantage in today's environment. Tonight's event is an extension of that goal."

"One of the things that attracted Landmark to Year Up was the opportunity to impact individual lives right in our backyard," Zeev added during his presentation. "As we look around the room, the common theme we all share is the link of Information technology - this is, in fact, our community. As we began planning this event, we thought there was no better way to give back to the community than to assemble our friends and colleagues in support of such a wonderful organization. We are pleased that this evening can serve as a forum for many new and old friends to meet, mingle and discuss interesting trends in the IT world all while doing it for a great cause."

We are fortunate to work with Landmark in bringing the message of Year Up to a broader audience," said Lisette Nieves, Executive Director of Year Up. "We are also honored that so many executives gave their time and left with a sense of pride knowing that by their very attendance, they have helped impact both the careers and the lives of these students. The goal was to raise awareness for Year Up and we look forward to discussing opportunities for corporate partnership as part of the ongoing mission to make a difference in our IT community and create opportunities for urban youth."

David Fike, Chief Technology Officer of Marsh & McLennan, stated "I think the concept of Doing IT for Good is one that speaks to us on many levels, allowing those of us involved in IT to give back through dialogue and interaction and education to the next generation. My personal experience with the Year Up organization has been nothing but positive, and I continue to feel inspired and impressed by the diligence and passion of both the staff and students involved with this organization."

Doing IT for Good is an annual event hosted by Landmark Ventures, and was held this year in conjunction with Year Up, with 100% of the proceeds from event sponsorship

going directly to provide multiple Year Up students with scholarships for next year.

About Landmark Ventures

Landmark Ventures is an established New York venture consulting firm working with advanced technology firms and venture capital funds specializing in strategic advisory services for boutique investment banking and technology market expansion. With hundreds of years of combined management and entrepreneurial experience, the group focuses on accelerating the market growth of its portfolio using well-defined methodologies and an established network of personal contacts across the Fortune 500. For more information, please visit <http://www.landmarkventures.com/>.

About Year Up


Year Up is a nonprofit organization based in Boston, Massachusetts. Year Up is about providing opportunities for urban young adults to demonstrate their true potential in partnership with the Fortune 500 Corporate IT community. Founded in 2000 by Harvard Business School graduate Gerald Chertavian, Year Up has sites in Boston and Cambridge, New York City, Providence and Washington, D.C. and is currently expanding to other locations across the United States. For more information, please visit <http://www.yearup.org/>.

Safe-Harbor Statement

This press release contains "forward-looking statements". These forward-looking statements use words such as "believes," "intends," "expects," "may," "will," "should," "plan," "projected," "contemplates," "anticipates" or similar statements. These statements are based on our beliefs, as well as assumptions we have used based upon information currently available to us. Because these statements reflect our current views concerning future events, these statements involve risks, uncertainties and assumptions. Actual future results may differ significantly from the results discussed in the forward-looking statements. A reader, whether investing in our common stock or not, should not place undue reliance on these forward-looking statements, which apply only as of the date of this press release.

If you'd like more information about this topic, or to schedule some time to speak with Year Up about potential partnership opportunities, please call Jaina Wald at 212-268-8500 or email Jaina at jwald@landmarkventures.com.

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Landmark
Ventures
Jaina Wald,
212-268-8500
jwald@landmarkventures.com



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