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Business Wire - Press Release



Landmark Ventures Takes 'Charity' to the Next Level through Program that Inspires Social Responsibility

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Landmark Ventures, a venture development and technology advisory firm, will hold its annual Networking and Charity event "Doing IT for Good" today in San Francisco. The goal of this innovative program is to raise awareness for select nonprofits by introducing their mission to leading CXO's and Directors of Technology from across the Fortune 500 community.

"We realize the tremendous value of our corporate network and wanted to tap into that power in a tangible way," said Zeev Klein, General Partner, Landmark Ventures. "Our hope is to change the way executives look at philanthropy and provide a forum for nonprofits to highlight their work in the community."

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Attendees at the invitation-only event will discuss technology trends and business strategy while learning about this year's featured charity, Year Up.

Year Up is a one-year training program for urban youth that culminates in a six-month apprenticeship at leading US corporations. Year Up provides 18-24 year-olds with critical business skills and on-the-job experience to create successful careers in IT.

The event will highlight the opening of Year Up's first West Coast location in San Francisco.

"Our vision is that corporate and social responsibility can become part of the fabric of our daily mindset," said Klein. "This event is a unique opportunity to showcase innovative nonprofits and illustrate how companies can impact lives simply by opening doors into their organizations."

Landmark Ventures founded "Doing IT for Good" from the desire to leverage their collective skills and networks, rather than simply donating money to a cause. Each Landmark staffer spends significant time on the event, which will provide Year Up San Francisco with the opportunity to raise awareness about corporate partnership possibilities. Year Up's national partners already include Bank of America, Microsoft, Merrill Lynch and JPMorgan Chase.

"We work every day to empower our participants with the tools necessary to become leaders in the IT community," said Jay Banfield, Executive Director, Year Up San Francisco. "It is exciting to see the synergy between Landmark Ventures' program, the executive community, and our participants, who ultimately provide a talented new workforce for the types of organizations they represent."

"'Doing IT for Good' speaks volumes about Year Up and the commitment to corporate responsibility in today's business environment," said Steve Ellis, EVP-Wholesale Services at Wells Fargo. "As an organization, I believe Year Up represents an invaluable opportunity for corporate IT executives to give back in a meaningful way, while helping to develop the next generation of technology leaders."

About Landmark Ventures

Landmark Ventures is an established New York venture consulting firm working with 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, they focus on accelerating market growth 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 Boston-based nonprofit organization that provides 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, Providence and Washington, D.C. and is currently expanding to other locations across the United States. For more information, please visit www.yearup.org.

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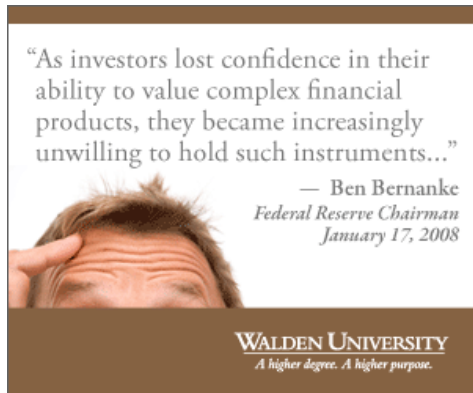
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