

**GOLDEN KARMA AWARDS:
THE FACTS**

PROGRAM	Golden Karma Awards™ Honoring exceptional philanthropic actions and commitment of national celebrities and community leaders
EVENT	Awards Dinner and Show highlighting award honorees and spotlighting their causes – taped and nationally televised
PURPOSE	Mentor and inspire millions of viewers toward philanthropy and volunteerism
WHEN	December 2, 2006
WHERE	Scottsdale Resort & Conference Center Grand Coronado Ballroom Scottsdale, Arizona www.thescottsdaleresort.com
HONOREES	Up to seven national celebrities and two Valley community leaders, to be announced in Fall 2006
CREATOR	Annette Marino, founding director of Golden Karma Awards and Success for Good, a 501 (c) 3 nonprofit organization dedicated to raising awareness and strengthening the nonprofit sector as an important part of the overall community
EVENT PRODUCERS	Annette Marino; Janice Montana, Broadway theatrical producer; Rita Tateel, owner of Hollywood talent firm, Celebrity Source; Al Molina, owner of Molina Fine Jewelers
THE AWARD	Elegant gold statues designed and produced by Molina Fine Jewelers
SPONSORS	Rowland Luxury Homes, Molina Fine Jewelers, BMW North Scottsdale, Item Magazine, Blacktie-Arizona, Clear Channel Radio, Sleep America, KPNX Channel 12
WEBSITES	www.goldenkarmaawards.org ; www.successforgood.org
MORE	Myra Richman: 480-481-2002; myra@myragards.com

SUCCESS FOR GOOD: A NONPROFIT HELPING NONPROFITS

Annette Marino saw that the nonprofit sector, locally and nationally, needed a collective voice to cheer it on and rally people to take action. So she created a nonprofit that helps other nonprofits: Success for Good. The mission is to help people better understand the importance of the nonprofit sector to the overall community, and that philanthropy, from the well-publicized actions of celebrities to the individual volunteer who commits a few hours a week to a charity or cause, makes a difference.

Success for Good strives to help strengthen nonprofit organizations by educating and generating awareness about them throughout the community. It rewards and recognizes exceptional and famous philanthropists to underscore the message of social responsibility.

A volunteer-driven organization, Success for Good is comprised of a board and staff with extensive business and nonprofit experience.

The organization executes programs designed to energize and aid underserved areas of the nonprofit sector including:

- *Community Spotlight*: working with the media to generate stories highlighting community impact, fundraising events and community philanthropy
- Recognition & Mentoring: *Golden Karma Awards*
- *The Chairs Club*

The role is to engage, educate, inspire, invigorate and empower the community to strengthen the nonprofit sector.

For more information: www.successforgood.org

**Q&A WITH ANNETTE MARINO--FOUNDING DIRECTOR,
SUCCESS FOR GOOD AND GOLDEN KARMA AWARDS™**

1. What are the Golden Karma Awards, and what is the significance of the program?
2. How does an awards program that honors celebrities, who already are in the national spotlight, bring you closer to your goal?
3. What do you look for in an honoree? Many famous stars lend their names and time to good causes, how do you differentiate among them?
4. What do you consider the biggest challenges right now to inspiring people to take action and get involved in charitable and social causes?
5. What can nonprofits and charities do for themselves to draw more support and active members?
6. How do you feel about the strength and progress of Arizona's nonprofit sector now and over the last few years?
7. There are many films, documentaries and books that are out now about 9/11, a time when the country grieved and rallied together across social and religious divides to support each other. Now it seems that the spirit of social responsibility spurred on by that historical tragedy has waned, although there seemed to be a promise back then that it would continue. What are your thoughts?
8. What or who, in your own life, has inspired you to do this type of work?