

Media Advisory

Verity Spreads Good Corporate Karma

Verity Author's Night presents corporate philanthropy expert Peggie Pelosi

April 19, 2007, Toronto, ON – As part of an ongoing series of salon-style events, Verity will host an interactive Author's Night with Peggie Pelosi on Tuesday, April 24. Peggie Pelosi is an expert in the area of strategic corporate philanthropy. In her recently launched book, *Corporate Karma: How Business Can Move Forward by Giving Back*, she takes a look at how successful companies can be driven by a purpose and mission that go beyond their balance sheet.

Since opening in 2004, Verity has become a place where thinking women gather to listen to innovators, and discuss current trends with like-minded professionals and business leaders.

Starting at 6:30 pm in the Verity Library, Peggie will present and lead a discussion on how corporate philanthropy can unleash the potential of organizations by energizing employees, improving loyalty and retention, enhancing personal satisfaction and establishing trust.

- Where:** Verity
111d Queen Street East (Three blocks East of Yonge)
- Who:** Peggie Pelosi, author of *Corporate Karma: How Business Can Move Forward by Giving Back*
- What:** Authors Night at Verity. A presentation by Peggie Pelosi followed by open discussion amongst forward-thinking women professional and business leaders.
- When:** Tuesday, April 24th, 6:30 to 7:30 pm

About Verity

Designed by women for women, Verity is a business, social, fitness and wellness club located in Toronto's downtown core. More than 600 Members strong, Verity's diverse membership spans cultures, generations and business interests. Despite their apparent differences, its Members are drawn together by a common thread – the need to connect with other women for business and pleasure.

A 50,000 sq. ft. facility, Verity features everything today's women need to manage their busy lives, including: business facilities, concierge service, private dining and event spaces, Members' lounge and library, fitness centre and yoga studio, ozone swimming pool, full service spa, and George, one of Toronto's top restaurants.

About Peggie Pelosi

At the peak of her successful 20 year sales career, Peggie joined USANA Health Sciences. It quickly became apparent to Peggie that corporate culture was hampering the bottom line. She reacted by initiating a partnership with Children's Hunger Fund that would prove to reinvigorate the company and produce significant results. Not only did company-wide contributions to the charity triple, but sales increased dramatically resulting in a 3000% increase in USANA's share value. Corporate philanthropy made the difference. In 2005, Peggie established Orenda Connections; a strategic corporate philanthropy consulting company dedicated to helping companies leverage the power of corporate philanthropy to create a meaningful connection between people and the places they work.

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For more information, please contact:

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