

From: "CORE: club" <Stefan.denooijer@coreaccess.net>

To: "[REDACTED]" <[REDACTED]>

Subject: Announcing the Party of a Lifetime

Date: Mon, 13 Jun 2011 17:29:41 +0000

Dear Jeffrey,

We would like to cordially invite you to join us for complimentary cocktails and hors d'oeuvres with live music of Kaissa on the Terrace to celebrate the national announcement of the world's first Global Party at CORE:, this Wednesday June, 15th from 5:30pm - 7:30pm. CORE: has the distinct honor of being selected to host this very special event and we are reaching out to members of our community to share in this most memorable occasion.

Below, please find more information about the Global Party. To RSVP, please call [REDACTED] or email at [REDACTED]

Please let me know if you have any questions and we look forward to seeing you on Wednesday evening.

Stefan

CORE: Stefan de Nooijer | General Manager | [REDACTED]
[REDACTED] | www.coreaccess.net

THE GLOBAL PARTY LAUNCH TAKES PLACE AT NEW YORK CITY'S PRESTIGIOUS CORE: CLUB

Global Party to Raise over 40 Million Dollars for Charities by Bringing Together the World Elite in the Finest Locations

June 15, 2011 (New York, NY) – The CORE: club has been selected as the venue for The Global Party national launch taking place June 15, 2011. The Global Party, which brings together 80,000 of the world's elite at 80 of the world's finest locations, raising money for various causes over a 24 hour period of time, will be taking place on Thursday, September 15th and Friday, September 16th, 2011.

Co-hosts Jason Binn, Chairman & Founder of Niche Media, his wife Haley Binn and Jennie Saunders, CEO & Founder of the CORE: club will join members of the media, VIPs, The Global Party CEO and Founder David Johnstone, his executive team, representatives of the various party venues and the charities involved in this worldwide undertaking, to announce and celebrate the worldwide extravaganza's kick-off at New York City's exclusive CORE: club.

"I am honored that The Global Party chose the CORE: club as the venue to host the national launch of this year's momentous event," said Jennie Saunders. "We are thrilled to be joining this world-wide initiative dedicated to bringing awareness to significant causes."

"It is a great privilege for Haley and I to be co-hosting the launch of this year's Global Party," commented Jason Binn. "Uniting the world's most influential individuals for a noble cause, we could not be more pleased to be taking part in this impactful initiative."

With a mission dear to the heart of Jason and Haley Binn, the Women's International Zionist Organization (WIZO) will be among the charities benefiting from The Global Party's philanthropic efforts.

"Especially with the unique timing of Israel being at the fore-front of international discussions, I am happy to be involved with this truly global fundraising event that will garner much attention and benefits WIZO, an organization so dear to my heart," added Haley Binn.

"The Global Party is delighted to be making its official North American press announcement at the CORE: club," said David Johnstone. "The CORE: club has not only been an early supporter of this global event, but

also perfectly mirrors the essence of The Global Party with its inspirational members, its understated sophistication and its eagerness to support a noble cause.”

Inspired by Phileas Fogg, the protagonist in Jules Verne’s “Around the World in Eighty Days,” the Global Party will be held for 24 hours at more than 80 of the world’s finest venues from Mumbai to New York and unite over 80,000 of the world’s elite. Each guest will also receive a limited edition Global Party “Key-2 Luxury” silver key ring, giving them exclusive access to a parallel universe and unprecedented privileges for life.

The Global Party is expected to raise over 40 million dollars, benefiting 15 of the world’s leading charities, including 21st Century Leaders, ARK, Keep a Child Alive, The Nelson Mandela Children’s Fund and Sentabale. Patrons such as Denzel Washington, Ewan McGregor, Hugh Grant, Nicole Kidman, Prince William and Kate Middleton and Uma Thurman are expected to take part in the festivities.

About CORE: club:

CORE: club is a private “360° lifestyle” organization that unites its members by providing access to experiences, services, insights, culture, entertainment, and community. Located in Midtown Manhattan, its award-winning property spans 6 floors over 35,000 sq ft and consists of overnight accommodations, library, screening room, art gallery, fitness center, spa, salon, barber shop, terrace, bar/lounge, dining room, private dining room and conference room. CORE: club enables members to foster meaningful relationships with recognized industry leaders by utilizing unparalleled services and facilities. CORE: club is also the ideal forum for conducting business by offering a flexible environment, convenient and practical services, and distinctive client entertainment opportunities.

About Women’s International Zionist Organization (WIZO)

WIZO, founded in 1920, is an international organization of volunteers working in 52 countries to improve the lives of women and children living in Israel. In a united effort, WIZO’s members work to support and fund over 800 WIZO projects in Israel. WIZO institutions include childcare centers, schools, and shelters for battered women and girls in distress, golden age clubs and a residential home for the elderly.

WIZO USA is accredited as a non-profit organization throughout the United States. Since 1959, WIZO is recognized by the United Nations as a non-governmental organization with consultative status in ECOSOC and UNICEF.

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