

INTEGRATED WEALTH MANAGEMENT WILL ‘BE THE MIRACLE’ FOR OLIVE CREST THIS HOLIDAY SEASON—HOSTING MAJOR TOY DRIVE AND SANTA TOY DISTRIBUTION TO THE KIDS OF OLIVE CREST

*A “Christmas Movie” Launches a Charitable Christmas Surprise,
As IWM President Jim Casey and Olive Crest Trustee Kim Waltrip, President of WonderStar Productions
Segue from Partnering on the Film to Joining Forces on Behalf of Olive Crest*

*IWM Toy Drive to Run from December XX through XX;
Toy Giveaway to be Held at Olive Crest’s Coachella Valley Children’s Center on DATE*

Helping to kick off Olive Crest’s annual ‘Be the Miracle’ holiday campaign in Hollywood-movie fashion, CITY-based Integrated Wealth Management (IWM), a financial services and investment management firm—which is opening a new office in WHERE—has announced that it will launch a major toy drive and toy giveaway on behalf of the abused and neglected children served by Olive Crest. The toy drive will take place at IWM’s new offices from WHEN to WHEN, and will culminate in a Santa Claus-hosted toy giveaway at Olive Crest’s Coachella Valley Children’s Center on WHEN.

The plan evolved from a heartfelt discussion between IWM president Jim Casey and Olive Crest Trustee Kim Waltrip, president of WonderStar Productions, following their producing partnership on the upcoming film *The Christmas Story*. The film, starring Elliott Gould, Cloris Leachman, Lainie Kazan, Della Reese, Linda Gray, Cybill Shepherd, Olesya Rulin, Gene Simmons and Fred Willard, debuts WHEN/WHERE.

“Kim and I were driving back to the desert after the first screening of *The Christmas Story* when I told her I wanted to give back to children this Christmas during the open house of our new office building,” says Casey. “Kim told me about her involvement with Olive Crest—about the facilities that were just built in the Coachella Valley and about the tens of thousands of children the organization has helped over their 36-year history. I said, ‘That’s the charity I want to give toys to at Christmas!’ ”

Adds Waltrip, “We went from watching a Christmas movie to ending with a Christmas Toy drive—and the drive home led to a ‘toy drive’ for Olive Crest kids!”

IWM will place a huge Christmas tree outside their WHERE office starting DATE, and will promote donations among its employees and clients from WHEN through WHEN. On DATE, IWM will bring Santa Claus to Olive Crest’s Coachella Valley Children’s Center to distribute toys and gifts to the abused, neglected and foster children who live in the facility.

The Coachella Valley Children’s Center is a five-acre plot of land that will ultimately include four residential homes, a Community Education Center (including administrative offices), a gymnasium, and swimming pool. The four residential homes opened to 24 local at-risk kids on April 1, 2009; they live in the brand-new homes with thoroughly trained volunteer “safe parents.” Another 125 kids benefit from the Center’s Family Preservation program, which provides counseling, training, and in-home partnerships that mend and repair unstable relationships and preserve families wherever possible.

Phase 2 of construction (including the Community Education center) is expected to be completed in 2010, at which point Olive Crest expects to serve more than 300 area children and families each year.

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Media Contact

About Olive Crest

Since 1973, Olive Crest has transformed the lives of over 50,000 abused, neglected, and at-risk children and their families. We work tirelessly to meet the individual needs of kids in crisis by providing safe homes, counseling, and education for both youth and parents. Our many innovative programs reflect our conviction that strengthening the family is one of the most powerful ways to help heal children. With unwavering compassion, the Olive Crest family maintains a lifelong commitment to the youth and families we serve even after they have graduated from our programs.

Olive Crest serves nearly 1,000 children and families each day throughout California, Nevada, and the Pacific Northwest. For information call 1-800-550-CHILD (2445) or visit www.olivecrest.org.