

Soul Project Supports Boys & Girls Club of Laguna Beach

Summer and Don Meek, founder's of The SOUL Project Foundation, presented the Boys & Girls Club of Laguna Beach with a \$500 donation at the Club's board meeting last month. The SOUL Project is a team of visionary entrepreneurs, designers and artists that came together to launch a simple and innovative apparel company that holds "socially conscious capitalism" as a core cultural value. "We've thought long and hard about what we really want to do when we grow up, and what we want to do is build a sustainable company that allows us to support our families and make an immediate and positive contribution to the world around us while we're at it", said Don.

Summer explained, "There are unique places in the world that seem to captivate people and resonate in a way that other places don't. These are our Soul Places, and one of the most ironic things is that even the most beautiful places in the world face significant challenges every single day. Our idea in launching The SOUL Project is to protect the future of each of these places by supporting groups that work on the future--kids and the environment-- in a grassroots way. We designated the Boys & Girls Club of Laguna Beach as our kids' charity and are so glad to be able to make this donation today."

The Boys & Girls Club of Laguna Beach has been serving young people for almost 60 years and relies on foundations, individuals, and corporations to fulfill its mission of enabling all young people to reach their full potential as healthy, caring, and responsible citizens. "We are extremely honored that The SOUL Project chose the Boys & Girls Club of Laguna Beach as their kids charity, and we very appreciative of their support", commented Pam Estes, Executive Director for the Boys & Girls Club of Laguna Beach.

The SOUL Project line offers unique apparel items that feature Soul Place graphics created by local artists, and \$1 from each item sold goes back to the

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community. The apparel can be found at Hobie's, Laguna Surf & Sport or on-line at www.soulproject.com.

For more information about the Club please call (949)494-2535 or visit their website at www.bgclagunbeach.org.

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