



## **NEWS RELEASE**

### ***For Immediate Release***

## **CLUBCHARITY.COM CELEBRATES OFFICIAL LAUNCH WITH CELEBRITY SUPPORT FOR CHARITABLE GIVING**

*Bob Johnson Creates Website for Online Philanthropy*

**BETHESDA, MD// JUNE 29, 2010//** Robert L. Johnson, founder and chairman of The RLJ Companies, today announced the official launch of [www.ClubCharity.com](http://www.ClubCharity.com), the premier online charity auction site for corporate and celebrity charitable giving.

ClubCharity.com is a custom built auction platform developed in affiliation with CharityBids.org, an online auction site renowned for its global non-profit fund raising and expertise employs unique digital media solutions to power branded corporate social responsibility programs and celebrity sponsored fundraising initiatives. ClubCharity.com will allow celebrities to auction off items and experiences as part of their social responsibility using the technology of the Internet.

As a part of the launch event in coordination with the Entertainment Industry Foundation, Academy Award-winning actor Tom Hanks donated his customized 2004 Prius to support Major League Baseball's Welcome Back Veterans (WBV) initiative. Welcome Back Veterans was created to assist OEF/OIF veterans and their families with deployment-related mental health concerns. The 2004 Prius has been converted to a plug-in Hybrid and features an autographed glove box personally signed by Hanks.

"I'm truly excited about the relationships we have created for charitable giving. Through ClubCharity.com, this is a great way to connect celebrities and their fans while benefitting charity at the same time," said Johnson, founder of ClubCharity.com. "Tom Hanks is a prime example of how his star power will directly benefit a worthwhile cause because he is one of the most influential celebrities and his support is invaluable," he concluded.

"MLB's Welcome Back Veterans is offering crucial support services to America's military men and women and their families," said Hanks. "When it comes to supporting our veterans and their families, I am proud to do whatever I can."

(more)

In addition to Hanks, Johnson has garnered the support from many celebrities in the entertainment industry on behalf of ClubCharity.com. Having donated for auction a stay at his personal villa off the coast of Anguilla, Johnson has rallied other celebrities to become involved for their designated charities. A sample of celebrity items that were donated to the site include:

- **Holly Robinson Peete**, designer gown, made for and worn by Holly Robinson Peete;
- **Emmitt Smith**, autographed Reebok Dallas Cowboys #22 Jersey and authentic autographed NFL football;
- **Roger Federer**, match-worn shirt from the 2009 ATP World Tour Masters 1000;
- **Ludacris**, personalized sports jacket and autographed sneakers;
- **Morgan Freeman**, one of a kind autographed script from the movie *Invictus* starring Morgan Freeman and directed by Clint Eastwood;
- **Michael Bolton**, VIP Concert Experience; and,
- **Joe Frazier**, autographed boxing gloves.

To place bids on one of a kind items benefiting charity, visit [www.ClubCharity.com](http://www.ClubCharity.com) to place bids today!

**About The RLJ Companies:** *The RLJ Companies, founded by Robert L. Johnson is a diverse portfolio of companies in the financial services and asset management; sports and entertainment; real estate; automotive, and gaming industries. The RLJ Companies is headquartered in Bethesda, Maryland, with affiliate operations in Charlotte, NC; Little Rock, AR; Los Angeles, CA; Orlando, FL; San Juan, PR and Monrovia, Liberia. Visit [www.rljcompanies.com](http://www.rljcompanies.com)*

**About ClubCharity.com:** *[www.ClubCharity.com](http://www.ClubCharity.com) is the premier online charity auction website created by Bob Johnson, founder and chairman of The RLJ Companies in affiliation with CharityBids, an online auction site renowned for its global non-profit fund raising and expertise. ClubCharity is an online philanthropic website as well as a resource for entrepreneurs, shoppers, and fans to find collectibles, exciting experiences, and other personalized novelties for the sole purpose of giving back and helping those in need. Visit [www.clubcharity.com](http://www.clubcharity.com)*

**About CharityBids:** *CharityBids is a turnkey online auction platform exclusively for non-profit fund raising. CharityBids guides its non-profit affiliates through every stage of the auction process and enables them to extend their reach to new supporters outside of their respective communities. By joining CharityBids, non-profit organizations gain infinite exposure to the world at large, which ultimately results in increased financial support from newfound sources. Visit [www.charitybids.com](http://www.charitybids.com).*

**About Entertainment Industry Foundation (EIF):** *The Entertainment Industry Foundation (EIF), as a leading charitable organization of the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues. Visit [www.eifoundation.org](http://www.eifoundation.org).*

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Entertainment Industry Foundation

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# **TOM HANKS TO AUCTION OFF HIS TOYOTA PRIUS TO SUPPORT VETERANS AND MILITARY FAMILIES**

***ClubCharity.com Will Auction Oscar Winner's Autographed, Customized 2004 Prius  
to Benefit Major League Baseball's Welcome Back Veterans***

**BETHESDA, MD//JUNE 29, 2010//**Through the Entertainment Industry Foundation, Academy Award-winning actor Tom Hanks, donated his customized 2004 Prius to support Welcome Back Veterans (WBV) initiative. Welcome Back Veterans is an initiative created by Major League Baseball to assist OEF/OIF veterans and their families with deployment-related mental health concerns. The 2004 Prius has been converted to a plug-in Hybrid and features an autographed glove box personally signed by Hanks.

"Welcome Back Veterans is offering crucial support services to America's military men and women and their families," said Hanks. "When it comes to supporting our veterans and their families, I am proud to do whatever I can."

WBV is committed to providing treatment for veterans and their families in a public/private partnership with the Veterans Administration, Department of Defense, Major League Baseball Charities, the McCormick Foundation, and the Entertainment Industry Foundation. The goal is to transform the lives of our veterans by changing the way people think and talk about the unique readjustment issues faced by returning servicemen and women, while providing ongoing mental health treatment for veterans and their families in addition to funding research.

The car will be auctioned on ClubCharity.com, which was created in affiliation with CharityBids.org, an online auction platform renowned for its principals' global non-profit fund raising expertise, employs unique digital media solutions to power branded corporate social responsibility programs and celebrity sponsored fundraising initiatives, all to help those who are less fortunate.

"I'm truly excited about the relationships we have created for charitable giving. Tom Hanks is a perfect example," said Robert L. Johnson, founder and chairman of The RLJ Companies and founder of ClubCharity.com. "He is one of the most influential celebrities and his support is invaluable to the cause."

Bidding begins on [www.ClubCharity.com](http://www.ClubCharity.com), Tues, June 29, at 1:00PM EDT and will end on July 19, at 8:00PM EDT, with all proceeds benefiting Welcome Back Veterans.

**About The Entertainment Industry Foundation:** *The Entertainment Industry Foundation (EIF), as a leading charitable organization of the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues. Visit [www.eifoundation.org](http://www.eifoundation.org).*

**About Welcome Back Veterans:** *Welcome Back Veterans is an MLB Charities initiative in partnership with the McCormick Foundation and the Entertainment Industry Foundation. The program is supported by Major League Baseball Advanced Media and MLB Network. Welcome Back Veterans has awarded more than \$8 million in grants to non-profit agencies targeting veterans' and their families greatest needs. For additional information on Welcome Back Veterans, please go to [www.WelcomeBackVeterans.org](http://www.WelcomeBackVeterans.org).*

**About ClubCharity.com:** *[www.ClubCharity.com](http://www.ClubCharity.com) is the premier online charity auction website created by Bob Johnson, founder and chairman of The RLJ Companies in affiliation with CharityBids.org, an online auction platform renowned for its principals' global non-profit fund raising and expertise. ClubCharity is an online philanthropic website as well as a resource for entrepreneurs, shoppers, and fans to find collectibles, exciting experiences, and other personalized novelties for the sole purpose of giving back and helping those in need.*

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