

What's New at SobelCo

SobelCo hosted a series of themed days that took place every Friday, from February 19th through May 14th to bring extra fun to "busy season." Each week, someone in the firm "sponsored" a theme day. The sponsor then chose a charity that they are passionate about, and committed to donating a dollar for every person who participated on their assigned day. On top of this, the firm matched each donation.

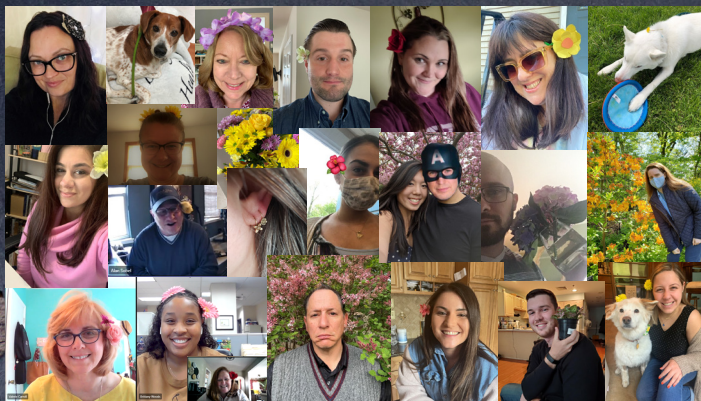
Here are the theme days and charities for the past four weeks.



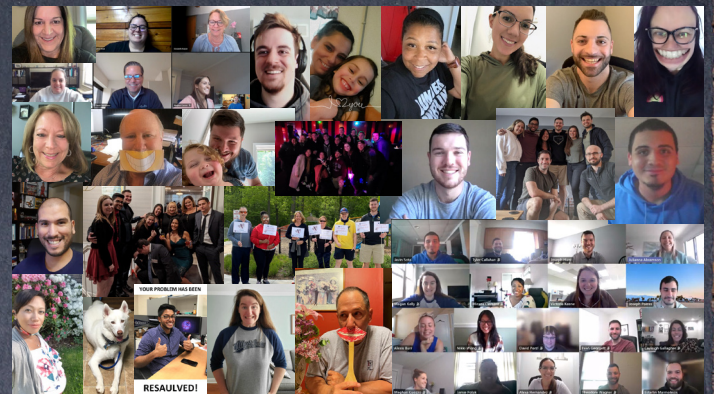
Sock Day
ALS Association Greater NY



Disney Day
St. Jude Children's Research Hospital



Flower in your Hair (Ear) Day
Mental Health America



Biggest Smile Day (tax season is over)
Imagine, A Center for Coping with Loss