

# What's New at SobelCo

SobelCo is hosting a series of themed days every Friday during busy season, from February 19th through April 9th. Each week, someone in the firm will "sponsor" a theme day. The sponsor will choose a charity that they are passionate about, and commit to donating a dollar for every person who participates on their assigned day. On top of this, the firm will be matching each donation.

## Week One

**Theme:** Wear red/pink for Valentine's Day, Heart Health Month, and Lunar New Year

**Charity:** THON - the largest student-run philanthropy in the world committed to enhancing the lives of children and families impacted by childhood cancer. The yearlong effort culminates in a 46-hour dance marathon. THON aims to provide both emotional and financial support for families supported by Four Diamonds at Penn State Children's Hospital making sure all the medical bills are covered beyond what insurance pays.



**Check back next month and see what charities are selected by the SobelCo staff during the busy season themed Fridays.**