

NEWS RELEASE



**Contact**

**Mind Treasures**

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## **Empowering Linda Vista community businesses to proactively face Financial Challenges**

SAN DIEGO, September 8, 2008 – Mind Treasures in collaboration with the LVCDC is one of several organizations across San Diego to receive grants from the BID Council for providing community services to businesses. The BID Council recognized LVCDC with a \$7,200 grant for a 6-month financial literacy program proposed by Mind Treasures. LVCDC and Mind Treasures began working together in October of 2006 by offering the first financial literacy workshop in Linda Vista.

“Mind Treasures is committed to provide essential financial education to empower business owners of Linda Vista to discover their potentials,” said Alex Mazloom, cofounder and executive director of Mind Treasures. “We share LVCDC’s promise to helping small business owners gain the necessary financial knowledge to succeed financially and become role models of entrophilanthropy”

“This is a very competitive process, and we are grateful that the BID Council chose to provide us with this grant,” said Roberto Nothafft, president of LVCDC. “Through this grant and our collaborations with Mind Treasures, LVCDC will be able to bring a vital financial education to the business owners of the Linda Vista Community and help them succeed in their endeavors and help their community.”

### **About Linda Vista Community Corporation**

The Linda Vista Community Development Corporation is a nonprofit corporation –established in 1992 – committed to improving the economic vitality and cultural quality of Linda Vista through housing, commercial, and community projects that organize and empower residents, property and business owners to participate in economic and community development opportunities.

### **About Mind Treasures**

Mind Treasures – established in 2006 – is a San Diego based public nonprofit organization dedicated to providing essential financial education to the general public in various age groups. Mind Treasures’ curriculum (approved by the California Department of Education) combines character development with financial literacy, in order to raise a generation that is nourished soundly, to become financially independent in order to use wealth and prosperity for philanthropic purposes. Through these programs, attendees (children, youth, adults, couples, families and business owners) learn to build a solid foundation in ‘saving, investing, sharing and spending’ by developing key character traits such as patience, responsibility, moderation, thankfulness, generosity and truthfulness. Furthermore this development is complemented by learning the goal setting, decision making, borrowing and budgeting processes and various elements of interest, credit, basic taxes, retirement and much more.

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