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National Foundation President and Philanthropist Is a finalist for 2009 Smart Cookie Award

Los Angeles, January 15, 2009 – Valerie Sobel, Founder and President of the Andre Sobel River of Life Foundation is a finalist for the national 2009 Smart Cookie Award, sponsored by Cookie Magazine and Citi. The winner receives a \$35,000 prize for her favority charity, and will be featured on national television.

The Smart Cookie Award recognizes extraordinary women who balance family life with a career making life better for other mothers. Sobel founded the Andre Sobel River of Life Foundation in 2000 to provide urgent financial assistance to single mothers of catastrophically ill children. The foundation is named for her 19-year-old son Andre who died of an inoperable brain tumor in 1995.

The winner with the most votes will win the \$35,000 prize. Friends and supporters are urged to visit:

http://www.cookieomag.com/magazine/sweeps/smart_cookie_finalists09/entry/long/

to cast their votes for Ms. Sobel before the January 31, 2009 deadline.

Since 2000 the Foundation has provided over \$3.7 million in program assistance to over 2700 families/9000 family members across the nation. The Foundation works in partnership thirteen pediatric hospitals nationwide, The Foundation provides support – within 24 hours – in the form of rent payments to landlords, mortgage payments to mortgagors, utility payments, grocery and gas cards and other household necessities, so that the parent can stay by the child's side. The mission fo the Foundation is:

“When compassion can’t wait and single parent families are in despair, we assist with urgent expenses so that these caregivers can remain by their child’s side during catastrophic illness.”

www.andriveroflife.org

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