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Helen and Sol Price Charitable Fund Established at the Jewish Community Foundation

To honor the memory of Sol Price, founder of Price Club which was later merged into Costco, the **Helen and Sol Price Charitable Fund** was established at the Jewish Community Foundation.

"Helen and Sol's legacy will live on through the thousands of lives they improved," said Marjory Kaplan, president and chief executive officer and holder of the *Miriam and Jerome Katzin Presidential Chair* at the Foundation. "The Foundation is very honored to hold this fund as a perpetual reminder of their generosity and kindness."

Perhaps no area of town was more fundamentally affected by Helen and Sol than City Heights where Sol lived in the 1930s. In 1994, through the Price family's efforts, the future of that neighborhood was changed and a new approach to giving was pioneered. At the time City Heights had the highest crime rate in San Diego County, gang activity and drug dealing were rampant, housing was substandard and public services were lacking. Helen and Sol formed an alliance with the City of San Diego and then City Manager Jack McGrory to transform City Heights. The City Heights Initiative was conceived as a holistic approach to the revitalization of an inner city community.

Many may not be aware that the same model was applied by Price Charities to the economically disadvantaged and mixed Arab/Jewish community of Jaffa, Israel with similar transformative results.

"Sol was an innovative business man with a heart of gold," said Murray Galinson, chair of the Foundation and board member of Price Charities. "He will truly be missed."

To contribute to the Fund, please call the Foundation at 858-279-2740.

About the Jewish Community Foundation of San Diego:

Since 1967, the Jewish Community Foundation has partnered with individuals, families and community organizations to help them achieve their philanthropic goals and to increase current and future support for a vibrant and secure Jewish community in San Diego, Israel and around the world.

During fiscal year 2008-09, the Foundation awarded and facilitated \$62 million in 4,700 grants to more than 1,000 Jewish and general organizations in San Diego, the United States and Israel. Visit the Jewish Community Foundation at www.jcfsandiego.org or call 858-279-2740.

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