



Press Release | 7 July, 2009

## PROPERTY INDUSTRY FOUNDATION TO HIT THE BALL OUT OF THE PARK

The Property Industry Foundation (PIF) is aiming to raise over \$100,000 net for YWCA "Taking Control" program at this year's Annual Charity Ball event.

The Charity Ball is sponsored by St Hilliers and will be held at The Hilton, Sydney on Friday 4 September, 2009. The theme will be a 1930's inspired New York Jazz Cabaret Club with memories of Big Band Swing, jazz musicians, elegant evening gowns and endless martini cocktails.

Hundreds of property players are expected to attend the black tie event in support of the YWCA charity.

This year's event will include Sydney renowned auctioneer David Scholes, Big Band Swing music with hits from the era as well as leading covers band, entertainment of the 30s and much more.

The Charity Ball is expected to attract over 400 attendees from across the property sector, including developers, builders, financiers, and investors.

PIF CEO Rosemary Smithson said the black-tie fundraising event would be a positive event for the industry and a chance to give back to those less fortunate.

"This year's funds will go towards the YWCA and help disadvantaged children. We believe that putting on a Charity Ball will help lift the spirits of the property industry in challenging times while participating in an important cause," she said.

The YWCA (the Y) was established in 1880 and supports vulnerable people at critical transition periods throughout their life when they are at risk of falling through the gaps. YWCA develops young people into skilled and contributing individuals and supports their families to create secure and resilient relationships.

The funding from the Charity Ball will go specifically to the "Taking Control" program, reaching 300 young people who live in disadvantaged communities and equips them with important knowledge and skills.

"Last year we raised over \$130,000 net with funds contributing to the Exodus Foundation for the refurbishment of the old Ashfield School of Arts building which will accommodate children who are extremely disadvantaged; to date we have raised over \$12 million for children in need," said Mr Crotty.

The gala event is PIF's third fundraising activity this year, following the Charity Yachting Regatta in March and National Hard Hat Day in June.

Tickets for the Charity Ball are \$3,200 for Club Tables and \$3,600 for Dress Circle and can be purchased through PIF's website [www.pif.com.au](http://www.pif.com.au) or Foundation Office (02) 9241 6000.

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