



For Immediate Release

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SMILE FOR SOLD: Family Portrait Fundraiser for the SOLD Project

Pleasanton, CA – The SOLD Project partners with Firestone Photography this holiday season for a day of family portraits at Sycamore Grove Park in Livermore, CA. The event will run from 8:00am to 4:00pm on Saturday, December 6, 2008. Firestone Photography, the professional portraiture studio based in Fremont, CA, is donating all session fees and ten percent of all print proceeds to The SOLD Project. “We’re glad to be helping SOLD in their efforts to raise awareness about child prostitution,” says Jeff Firestone. “These are stories that just stagger you when you hear them, and it’s great to see how Rachel and her team are focused on giving people a way to respond and bring hope to these children.”

The SOLD Project is a grassroots organization dedicated to inspiring and empowering individuals to stop child prostitution before it begins. Their short documentary film [The SOLD Project:Cat](#) tells the story of an eleven-year-old Thai at risk of being trafficked, and the hope that lies in prevention. The film and crew go on tour beginning in January 2009 and have scheduled stops in Livermore, Davis, Pasadena, City of Industry and Santa Barbara here in California, as well as in Georgia, North Carolina, Illinois, Washington and Louisiana.

Sitting fees, normally \$85 through the studio, are \$50 for all 22 Sycamore Grove Park sessions on December 6th, 100 percent of which goes to benefit The SOLD Project. Families, couples and other groups can sign up for sessions by emailing Rachel Goble at rachelg@thesoldproject.com. “My mom wanted a very specific picture,” says Jen Weaver about her family’s portrait session. “And they captured exactly the look we were hoping for.” The Firestone portraits come in a wide assortment of sizes, from wallets to 40-in. x 60-in. pieces, with regular, pebble or canvas finishes, as well as canvas wrap. Digital prints are available for an additional \$50 after the purchase of any 16-in. x 20-in. print.

For more information about any and all events for The SOLD Project, write to contact@thesoldproject.com. To learn more about The SOLD Project and how you can help, visit <http://www.thesoldproject.com>.

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