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Celebrity Ambassadors to Support Global Giving to Mental Health at Annual Charity Day

- Peter C. Alderman Foundation Partners with The Cantor Fitzgerald Relief Fund's Charity Day to Raise Funds for Mental Health
- Bloomberg TV Anchors Advocate For Global Effort to Support Mental Health

New York, NY, September 12, 2016- Bloomberg TV's Tom Keene and Scarlet Fu participate today in The Cantor Fitzgerald Relief Fund's Charity Day, representing the Peter C. Alderman Foundation, the international agency strengthening mental health for survivors of violence and armed conflict.

The annual Charity Day raises funds for the Cantor Fitzgerald Relief Fund, providing donations to hundreds of charitable organizations worldwide. The Peter C. Alderman Foundation has been a recipient of donations from the fund since 2011.

"Our participation represents an important contribution to the global effort to strengthen mental health for communities recovering from war and conflict," said Allan Freedman, the foundation's executive director. "The partnership with Cantor Fitzgerald is a critical step in addressing the tremendous gap in mental health services worldwide."

This year marks 15 years since the foundation's co-founders Liz and Steve Alderman lost their youngest son, Peter, in the 9/11 attacks. Peter was working for Bloomberg, attending an event at the World Trade Center. They established the foundation as a memorial to Peter, and they are recognized as leaders in the global movement to bring mental health services to survivors of conflict.

The Cantor Fitzgerald Relief Fund's Charity Day is one in a series of foundation-supported events marking the 15 years since the 9/11 attacks. The foundation will be honoring its co-founders at its annual gala event on October 24, with special remarks by Michael R. Bloomberg.

Tom Keene is editor-at-large for Bloomberg News and host of Bloomberg Surveillance on both Bloomberg Radio and Bloomberg Television. Scarlet Fu is anchor of *Bloomberg Markets* and co-host of *What'd You Miss?*, Bloomberg TV's flagship markets program.



Rebuild. Recover. Thrive.
PETER C. ALDERMAN FOUNDATION

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Charities become eligible to receive funds from the day's fundraising by providing celebrity ambassadors to conduct trades on the floor of Cantor Fitzgerald. In addition to giving money to dozens of charities worldwide, the Cantor Fitzgerald Relief Fund also accepts donations from the general public.

About the Peter C. Alderman Foundation

The Peter C. Alderman Foundation helps people to rebuild, recover and thrive. A humanitarian and social innovation agency with operations in Africa and Asia, PCAF implements programs to strengthen mental health and recovery for communities devastated by violence and armed conflict. Its programs are led by locally trained clinicians, working with members of the community, for immediate and long-term survivors. Through direct implementation and partners, PCAF is currently operating at 18 clinics across Uganda, Kenya, Cambodia and Burundi.

About The Cantor Fitzgerald Relief Fund

Founded in the wake of the September 11, 2001 terrorist attacks on the World Trade Center, The Cantor Fitzgerald Relief Fund has raised and distributed approximately \$180 million to over 800 families and 932 children of the victims of that tragedy. Since 9/11, The Cantor Fitzgerald Relief Fund expanded its scope to not only include victims of terrorism, but to also assist victims of natural disasters and emergencies, including victims of Superstorm Sandy, the tornado in Moore, Oklahoma, Hurricane Katrina, the tsunami of 2004 and the Haiti earthquake. The Cantor Fitzgerald Relief Fund also works to assist wounded members of the U.S. military and a wide variety of other charitable organizations. Since its inception, The Cantor Fitzgerald Relief Fund has distributed over \$292 million.

The Cantor Fitzgerald Relief Fund is unique in that it often provides direct assistance directly to the people affected by these tragedies without intermediary or secondary organizational involvement. Cantor Fitzgerald Chairman and CEO Howard Lutnick and the partners of Cantor Fitzgerald underwrite all the expenses of the Fund so that 100% of every dollar raised goes directly to those in need.

For more information, please visit www.cantorrelief.org.