



## **AFFINITY MANAGEMENT WRAPS UP FUNDRAISERS FOR UVA CHILDREN'S HOSPITAL**

*Events Raised Over \$750,000 for the Nationally-Renowned Hospital*

FOR IMMEDIATE RELEASE

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CHARLOTTESVILLE, VA – January 29, 2009 – Affinity Management caps an eight-year fundraiser that raised over \$750,000 for the University of Virginia's Children's Hospital. Organized in conjunction with Charlottesville Radio Group, the Bad Pants Bash was an annual silent and live auction that also honored a patient as the "Comeback Kid of the Year."

Damon DeVito, managing director of Affinity Management ([www.affinitymanagement.com](http://www.affinitymanagement.com)), said, "We are delighted that we made a difference. The UVA Children's Hospital saved a close friend's life and inspired us to find a way to say thank you. Our sponsors and participants were a big part of our success and we appreciate their involvement in such a worthy cause."

UVA Children's Hospital serves all of Central Virginia and is extremely important to the Charlottesville community as well as the Children's Miracle Network.

The Bad Pants Bash was a festive event where attendees invoked the childlike spirit of the Children's Hospital by wearing purposefully unattractive pants with formalwear. Its sister event, the golf invitational, was also managed by Affinity and attracted celebrity support from such notables as author John Grisham, Iron Maiden drummer Nicko McBrain and NFL on Fox football commentator Howie Long.

Affinity Management was founded in 1997 and provides advisory services and professional management to private clubs, golf courses, equestrian facilities and other member-based businesses. For more information on Affinity Management, visit [www.affinitymanagement.com](http://www.affinitymanagement.com) or call (434) 817-4570.

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