



THE BULL & BEAR CLUB DONATING VALENTINE'S DAY DINNERS TO COUPLES IN NEED

Private Club Begins New Tradition of Goodwill

FOR IMMEDIATE RELEASE

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RICHMOND, VA – January 28, 2011 – The Bull & Bear Club announces *Bull & Bear Has a Heart*, an event for community members in need. The Club will give two couples a complimentary dinner on Valentine's Day at the Bull & Bear Club.

Says Food & Beverage Manager Matt Parrish, "We realize that it will be tough for some couples to afford a special evening this Valentine's Day, and we wanted to do something to give back to the community. Our business is making people feel good so we want to share that with some folks who might not be feeling so great right now."

Affinity Management operates the Bull & Bear Club and is administering the online contest. David Swales of Affinity notes, "This is a simple gesture and we are trying to keep the contest easy for people to participate. We don't think of this as charity. We think of this as the small break someone might use to feel good and turns things around for themselves, just like the Bull & Bear has turned around from misfortune. We all need a little support from time to time."

Entries for the contest are free. Couples can nominate themselves or be nominated by others. Entries will be accepted at www.affinitymanagement.com/bullandbear through midnight on Wednesday, February 9th.

Affinity Management (www.affinitymanagement.com) advises, manages and owns private clubs, golf courses, equestrian facilities and other member-based businesses. Affinity has helped clubs in twenty-four states since 1997, and has a strong and growing practice in providing professional management for lenders post-foreclosure as well as borrowers aiming to avoid foreclosure.

The Bull & Bear Club is Richmond's premier private dining club with an award-winning view and excellent cuisine. Located on the top floor of One James Center in the heart of downtown Richmond, the Club is available for meetings, banquets and weddings and one need not know a member to hold an event there. Visit www.bullandbearclub.com or call 804-649-8431 for information on memberships or banquets and events.

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