

# PIENSA MAS ALLA... THINK BEYOND...

## First Annual Event

The first annual Piensa Mas Alla... Think Beyond... charity event proved to be a success after raising \$25k for the Beca Palomita Education Fund. Over 200 guests, including VIPs of the Latino community, came together in celebration and support of fashion, art, and education. The event kicked off with specialty cocktails, gourmet wines, and traditional Mexican hors d'oeuvres and progressed into a fashion show and live auction where guests had the opportunity to bid on their favorite celebrity-designed, special-edition Palomita™ and Chucho™ tee. We are excited about this year's success and look forward to many more years of fund raising for Beca Palomita through this spectacular annual event.



Model showing Cristian De La Fuente's tee at the fashion show.



Model presenting a guitar signed by Carlos Santana during the live auction.



Alejandra Alberti's tee modeled at the fashion show.



Comedian Carlos Mencia's celebrity design tee on the runway.



R&B superstar Paula DeAnda's 'Shorty' tee on the runway.

## Star Power

International film star Cristian de la Fuente lent his creativity to the Palomita Education Fund by designing a t-shirt for the Chucho™ brand, that was auctioned off at the first annual event *Piensa Mas Alla... Think Beyond*. Alejandra Alberti, Carlos Mencia, Chuy Gomez, Erica Ortiz, Paula DeAnda, Fanny Lu, Tyna Q, and Paul Rodriguez are some other celebrities who designed Tees for the event. Cristian's shirt displays a 'Wheel of Life' symbolizing a lifestyle full of positive thoughts, sharing, dreams, desire, consciousness, peace, joy, faith, love, energy, and health. His shirt was auctioned off for \$500!



Cristian and *Dancing with the Stars* partner, Cheryl Burke, during their pink carpet arrival.



Cristian presenting the shirt he designed for the live-auction.

# Beca Palomita

Dedicated to improving the lives of Latinos through education.



Some of the celebrity designed tees.....

Available online!  
www.ropapalomita.com



Cristian de la Fuente's Tee



Paula DeAnda's Tee



Chuy Gomez's Tee



Alejandra Albertis Tee

### A Message From Molly Robbins, Palomita Education Fund Founder

My goal in creating the Palomita Education Fund is to empower Latinos by supporting their educational advancement as much as possible. I am incredibly grateful for the opportunity I had to obtain an education that equipped me well to achieve success. This case resonates even more today as we see the Latino demographic rapidly expanding in primary and secondary education, small businesses, and every other sector in society. It ultimately is about giving highly competent and motivated Latinos the resources to accomplish their goals and meet their potential.

### Cause-Related Marketing Projects

Beca Palomita or the Palomita Education Fund has engaged in a unique cause-related marketing project to help raise funds for the Foundation and highlight the need for continued education within the Latino community.

Latino Celebrities partner with the Palomita™ and Chucho™ brands to design unique tees. A portion of the proceeds from the "Beca Series" of tees benefit the foundation.



Founder Molly Robbins and Piensa Mas Alla Host Blanca Garza, from Telemundo's Tu Voz

## DONATE NOW!

Miss the event this year? No need to wait until next year's event to donate. You can donate now! There are three easy ways to contribute :

1. Make checks payable to Palomita Education Fund and send to: 70 Mitchell Blvd, Suite 105 San Rafael, CA 94903
2. Donate online with your credit card at [www.palomitaaclothing.com](http://www.palomitaaclothing.com)
3. Call LicenZing LLC/ Palomita Education Fund to donate over the phone (415) 507-1596 or (415) 507-1505

**Palomita**  
Education Fund