



J WHITE INTERNATIONAL



## FOR IMMEDIATE RELEASE

### **Raise It For Haiti** (A Haiti Relief Benefit)

Littleton, CO March 20, 2010

17-year-old Conner Cordova, who launched a successful **YouTube** campaign to get **Maxim** model and **UFC** octagon girl Arianny Celeste to accompany him to his senior dance, have teamed up to make their 'date' a fundraiser event for Haiti relief efforts. The March 20th dance will be a full-blown red carpet fundraiser that will include a silent auction of various autographed **MMA** memorabilia and is supported by MMA greats such as **Chuck Liddell**, **Wanderlei Silva** and **Georges St.Pierre** to name a few.

Cordova and Celeste have only spoken in passing, but the teen and the beauty both believe that the enormous amount of publicity their campaign has generated can be used to help others. With the help of J White International (a privately owned company), all proceeds generated from this event will be given to **A Stronger Haiti** (in partnership with The Haitian Fund for Innovation and Reconstruction - a special project of Rockefeller Philanthropy Advisors).

Various national media and a plethora of **MMA** media outlets, including **Fighter's Only Magazine** of the UK, are expected to attend this star-studded event being held at The Riverfront in Littleton, Colorado. Cordova's hilarious **YouTube** videos have gained great popularity and gone viral generating hundreds of thousands of views in recent months. Past media outlets including **Fox News Network**, **The Denver Post**, **Sports Illustrated**, **Yahoo Sports**, **USA Today** and many others have covered the ongoing story surrounding Cordova and his 'dream date.'

For information regarding this event please contact **J White International**. All checks should be made out to **RPA for The Haitian Fund for Innovation and Reconstruction** and should be mailed to: **11188 W. Ontario Ave**  
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