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FOR IMMEDIATE RELEASE

A Polo Soiree: The Child Brain Foundation's annual fundraiser for pediatric neurological research

Dallas, TX (April 19, 2010) – This year the Dallas-based Child Brain Foundation is hosting its annual fundraiser at the Las Colinas Polo and International Sports Club, Sunday, May 2, 2010, from 4-8 p.m. (600 E. Royal Lane, Irving, 75039). Guests and their families will have a chance to enjoy the rarified world of polo while bidding on beautiful silent auction items including a pair of pearl and diamond earrings from Sazingg Jewelry, a tourmaline necklace from Miami-based designer Carolina Loyola, and an original landscape from British painter Liang Richardson, with all proceeds benefiting pediatric neurological research. There will be an open bar, hors d'oeuvres, and half-time champagne divot stomp.

The increasing prevalence of childhood neurological diseases is an urgent reality: in the United States, 1 out of every 110 children has an autism spectrum disorder*; 2 children out of every 1,000 have cerebral palsy**, and 1 in 50 suffer from epilepsy. Funding research into the causes of diseases such as these is the core mission of the Child Brain Foundation.

The *Polo Soiree* will award the Child Brain Foundation Cup to the day's winning polo team, and guests will have the opportunity to not only meet the day's internationally ranked players from all over the world, but also to sit for photo sessions and receive autographs.

"This event has two important aims: the first is to raise awareness about the devastating diseases that can arise when brain development goes astray, and the second is to raise funds to support the research necessary for a solution," said Albertina M. Cisneros, Executive Director of The Child Brain Foundation. "We believe that facilitating the exchange of information between the lay community and the scientific one is the first critical step toward creating a neurological disease-free world for our children." Cisneros and her foundation also host an annual conference open to the public where renowned physicians and researchers introduce the latest findings in the field.

Tickets for the *Polo Soiree* can be purchased online for \$75 per person. Children younger than 16 years old are admitted for free. Title sponsors include Royal Bank of Canada and Chubb Personal Insurance.

About the Child Brain Foundation:

The Child Brain Foundation is a 501 (c) 3 certified non-for-profit organization, based in Dallas, Texas. It supports research projects to understand and treat pediatric neurological disorders and encourages greater communication between scientists, professionals, families and the general public. For additional information, please visit www.childbrainfoundation.org.

About Las Colinas Polo and Sports Club:

Las Colinas Polo and International Sports Club has been the premier Dallas location for professional polo since 1996. The venue has hosted the ESPN broadcast *Triple Crown of Polo* as well as many other national tournaments and competitions. International players and celebrity guests have been hosted at the club, and many Irving/Dallas-based, and international companies as well as charities utilize the grounds for events of their own.

Source: *Depart. of Health and Human Services **The March of Dimes

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