



Press Release

For Immediate Release

February 6, 2010

Contact Person

Maria Nigro Di Stefano
Fieri Boston – President
fbpresident@fieri-boston.org

Dear Friends and Supporters of Fieri Boston,

We thank you for your long time support of our organization. With your help we have raised thousands of dollars in scholarships over 10 years, promoted and sponsored numerous cultural events, and have met some really wonderful people. It is my opinion and the opinion of the board of directors that we should adapt and change with the times and most importantly our members. As many of you know, online social websites such as Facebook, MySpace, Meetup.com and others have changed the way people (especially in our 18-39 target demographic) interact. Instead of exhausting all efforts to get people to stay the same, we are changing with them. Therefore for 2010 and beyond we are making the following changes:

- 1) Replacing monthly meetings with cultural events and online interaction: This will allow people to use what little time they have in the most efficient way as possible.
- 2) No membership fees or adbook solicitations: Due to challenging economic times, many of our members (as well as members of similar organizations) no longer have this disposable income available. We will also respectfully decline invitations for sponsorships as we will no longer have a dependable revenue source
- 3) No age limitations: We hope that many of you will join our "Friends of Fieri Boston" group on Facebook to interact. While we will target activities of interest to young professionals we will not focus specifically on one group.

We hope that by moving in this direction we can continue our good work and promotion of our values. This was not an easy decision to reach, but it is one that was essential for the continuity of our organization. We look forward to having you attend some of our events (many free of charge) in 2010. Although we are using high-tech means to communicate like the internet, we still want to embrace our rich heritage. Hope you will join us for new and exciting events such as jarring tomatoes in the fall, our wine/limoncello making workshops, wine tastings, and more.

Sempre Avanti,
Maria Nigro Di Stefano
President Fieri Boston