

[PRESS RELEASE]

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**TRUE SIOUX HOPE FOUNDATION AND THE GLOBAL FAMILY GUILD, FAMILY TO
FAMILY CULTURAL CONNECTIVITY EVENT GALVNIZES INVESTMENT FOR
NATIVE AMERICANS ON PINE RIDGE RESERVATION**

Swati Mandela, partners, and donors committing resources

Pine Ridge Reservation, South Dakota: More than 150 family philanthropists and high-profile celebrities gathered for a major event designed to galvanize long-term investment in the Pine Ridge Reservation, one of the poorest communities in America. The service-oriented gathering ended with large-scale donations to the Oglala Lakota Sioux Tribe, including 250 boxes of food from Thrive Market Partners, more than 200 Leesa mattresses, large donations from Deseret Industries, including business and operations training for the True Sioux Hope Thrift Store, and full academic scholarships for two Oglala Lakota Sioux students to Arizona State University. In addition, Eagle Scout Jacob Turley provided and led the donation of 200 hygiene kits, and other major donors made commitments for future investments in one of America's most neglected communities.

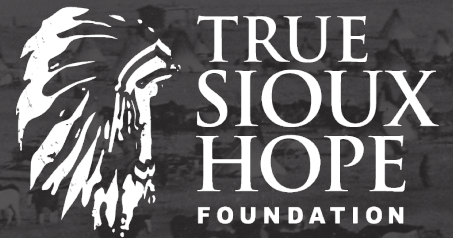
The event was the brainchild of True Sioux Hope Foundation, led by Oglala Lakota Tribe member Twila True and her husband Alan. Participants included members of the True Sioux Hope Foundation, and family philanthropists, including members of the Family to Family coalition and the Global Family Guild, led by founding partner Swati Mandela. Joining in support were celebrities Baron Davis, Julia Ormond, Frances Fisher, Tonantzin Carmelo, Kimberly Van Der Beek, Zahira, and other proud partners of True Sioux Hope Foundation including Deseret Industries, Arizona State University, Leesa Sleep, and Thrive Market.

Swati Mandela, granddaughter of Nelson Mandela and a founding partner of the Global Family Guild, was moved to take action after learning, first-hand, about the obstacles that the Oglala Lakota Tribe faces.

"One of my grandfather's favorite quotes was 'Education is the most powerful tool to change the world,' and I fundamentally believe that is true," Mandela said as she pledged to support the Tribe and make a long-term impact. "Education has historically been important to my people and my grandparents. So I am lending my support toward education," she stated.

Pine Ridge, home to 35,000 members of the Oglala Lakota Sioux Tribe, is one of the poorest places in the United States. With unemployment rates at 90 percent, infant mortality close to 20 percent and an average life expectancy of 47 years for men and 52 years for women, its people face some of the biggest challenges of our time.

"As a Native of the Oglala Lakota Sioux Tribe, I know first hand how much investment in this community is needed," said Twila True, Founder and CEO of True Family Enterprises. "It's an honor to create a path toward Nation building for my Tribe."



About Pine Ridge Reservation:

Pine Ridge Reservation is the home of the Oglala Lakota Sioux Tribe and is the poorest place in the United States, with poverty rates and other statistics more commonly associated with Haiti, Somalia, and Afghanistan. The Tribe is the second largest and poorest of the 561 indigenous tribes. The True Sioux Hope Foundation supports Pine Ridge Reservation through sustainable programs in education, economic empowerment, social entrepreneurship, and critical aid for children and families. Founded by Pine Ridge Native, Twila True, True Sioux Hope provides critical aid and empowers Tribal Members to act in this culturally rich environment, positioning this generation of the Oglala Lakota Sioux Tribe to reach their full human potential.

About Family to Family and Global Family Guild:

Family to Family is an invitation-only conference series comprised of affluent global families who come together to learn from each other. Global Family Guild is a union of Global Families making a significant philanthropic impact in the world through entrepreneurial action.