

GOOD NEWS DEPARTMENT

World's Toughest Businessman Revealed His Softer Side For Charity

Billionaire celebrity Donald J. Trump has "softened up," and helped wash used clothing for The Salvation Army.

Savvy business sense and a hard-hitting negotiating style make Donald J. Trump one of the toughest men in both the business world and show business. After more than 30 years in real estate and three seasons of the hit TV show "The Apprentice," Trump has finally "softened up." He teamed up with the new "all" Cleans & Softens laundry detergent, a detergent and fabric softener in one bottle, to help raise money and wash gently used clothes for The Salvation Army.



Trump Cleans Up

Trump helped wash shirts, socks, slacks and more with new "all" Cleans & Softens so they were clean, comfortable and smelling great before going to people in need.

Sweet Smell Of Convenience

New "all" Cleans & Softens is a convenient liquid detergent and fabric softener in one bottle. It gets clothes clean plus leaves them feeling soft and smelling fresh right out of the washer.

"I am particularly excited to have helped launch a new product, 'all' Cleans & Softens, from a brand my mom used," Trump says. "We also raised money for The Salvation Army, so it was a great project."

Help For The Helpers

Since the product launch, "all" Cleans & Softens has donated \$50,000 to The Salvation Army.

"'all' Cleans & Softens' generosity will help untold people turn their lives around," said Major George Hood, The Salvation Army National Community Relations Secretary. "In addition to helping thrifty people get clean, soft and much-needed clothing, the donation will help us extend our services in a multitude of social services programs, ranging from shelter for disaster victims to food for the hungry." ■

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Israeli And Palestinian Children Participate In Peace Camp

A unique summer camp for Palestinian and Israeli children was designed to help the children to value one another.

An innovative summer camp may be laying the groundwork for peace in the Middle East. Recently, 230 children (110 Palestinians and 120 Israelis) gathered at Ramat-Gan Safari in the Middle East for the "Kids Creating Peace" Summer Camp.

The mission of "Kids Creating Peace" in the Middle East Program is to bring peace to the war-torn and divided areas of the Middle East. To achieve this goal, the focus is on bringing Palestinian and Israeli children together for intensive weekly and summer camp programs. These spiritual programs are designed to teach the tools of sharing, tolerance and unity to Arabic and Israeli children from the most challenged and uncooperative areas.

Living A Life Defined By Tolerance And Dignity

According to Karen Berg, Founder and Chairman of the Board of the Spirituality for Kids Foundation (SFK), "The day will come when an Arab mother will feel for a Jewish child and a Jewish mother will feel for an Arab child." The camp is a project of the SFK, together with The Kabbalah Centre Israel and the Palestinian Abu Assukar Centre for Peace and Dialogue. The Mission of the Spirituality for Kids Foundation is to enable and empower children to develop into strong, clear-minded, happy human beings, who are in control of their destinies, on the path to achieving their full potential, living bright and extraordinary lives defined by tolerance and human dignity.

The summer camp in Israel is based on a similar

program SFK ran with underprivileged children in Los Angeles, New York, Miami, London, Boston and San Diego. The Foundation is an umbrella organization that provides the funding, research, development, support, implementation and management for all of the Spirituality for Kids programs and services.

Art A Life Lesson

SFK programs use art and artistic expression as a medium for greater learning. The programs espouse peace and fulfillment as the birthright of all humanity. Based on an ancient system of meditation and study, the modern Kabbalah is described as the study of the spiritual laws of the universe that influence our lives every day and every moment in order to live in harmony with those laws.

Last year in Israel, The SFK Foundation, with the support of The Kabbalah Centre, launched a similar camp for Jewish Israeli and Muslim Israeli children, the success of which spurred them on to attempt to put together this camp. The organization also aims to create centers for children throughout the occupied territories.

Connecting To The Spiritual Nature Of The Universe

The Kabbalah Centre-a nonprofit organization-is described as the largest, leading educational organization on the wisdom of Kabbalah worldwide. The organization was created to transform people's lives by helping them understand and connect to the spiritual nature of the universe. To learn more, visit the Web site at www.sfk.org or www.kabbalah.com. ■

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