



**FOR IMMEDIATE RELEASE**

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**Pop-Up Charity Aids Haiti Medical Clinic  
Two Weekends in January at the Scottsdale Waterfront**

*Cardinals Safety Adrian Wilson to Sign Free Autographs  
with every Purchase, Friday, Jan. 20 from 4-7 p.m.*

A promotional poster for a "POP-UP CHARITY" event. The title "POP-UP CHARITY" is at the top in large, stylized, red and white letters. Below it, text reads "WEEKENDS THRU JANUARY 22ND" and "SHOES FROM \$10-\$50". A larger block of text states "EVERY DOLLAR WILL GO TOWARD SECURING MEDICAL CARE &amp; SUPPLIES FOR OUR CHILDREN IN HAITI". The central image shows a miniature model of a hospital building with a red cross on top, labeled "CHILDREN'S MEDICAL HOSPITAL". Below the model are two books: "GLOBAL FAMILY PHILANTHROPY" and "youth against poverty". At the bottom left, a list of shoe brands is shown: NIKE, Supreme, adidas, PUMA, CONVERSE, CHAMPION, VANS, ASICS, and SAUCONY. At the bottom right, the event location is listed: "SCOTTSDALE WATERFRONT 7135 E. CAMELBACK ROAD BETWEEN HIGH POINT &amp; SAUCE".

Scottsdale, AZ—Armed with truck loads of donated athletic shoes and a global vision, Lori Goldberg’s heart belies her diminutive size. The Paradise Valley resident founded Global Family Philanthropy in 2009 to provide basic needs for the impoverished children of Haiti. Two years later, Goldberg’s non-profit organization has built an 8,000 sq. ft. home in Les Cayes, where 22 Haitian children, newborn to age 9, are housed and given an education. She is also working to rescue 100 children in a corrupt Port au Prince orphanage.

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Now, Goldberg has set her sights on the next basic need: a medical clinic. “In Haiti, medical care is non-existent, except for the extremely wealthy. When we reach our goal of raising \$100,000, we will break ground on a free health care facility that will interface with medical teams from the local hospital.”

To make this Pop-Up Charity venture a reality, several angels had to intervene. First, Shawn Esmaili, founder of Youth Against Poverty, donated over 2,500 pair of brand new children’s, women’s, and men’s shoes from top manufacturers such as Asics, Puma, Converse, Adidas, Saucony and Vans, with a retail value of \$77,000. Then, a windfall arrived from Adrian Wilson of the Arizona Cardinals, who also owns High Point Shoes at Scottsdale Waterfront. Wilson contributed men’s, women’s and children’s shoes from Puma, Converse, Vans, Nike and other top brands, at a retail value of \$70,000.

The final piece fell into place when Scottsdale Waterfront donated space for the Pop-Up Charity in a prime location between Sauce and High Point Shoes. “Not only will you be able to buy the latest Converse or Vans shoes for as little as \$20 a pair, every dollar of your purchase will be tax deductible, going toward supplies and construction of the future medical clinic,” Goldberg said.

Hours for the Pop-Up Charity benefiting Global Family Philanthropy this weekend are: 10 a.m. to 6 p.m. Friday and Saturday, Jan. 13 and 14; 11 a.m. to 5 p.m. Sunday, Jan. 15 and 10 a.m. to 6 p.m. Monday, Jan. 16.

The Pop-Up Charity will make its final run Friday, Jan. 20 through Sunday, Jan. 22. Arizona Cardinals Safety Adrian Wilson will make an appearance at the Pop-Up Charity for a meet and greet on Friday, Jan. 20 from 4 p.m. to 7 p.m., where he has pledged to autograph every pair of shoes purchased at no charge. Wilson will also autograph other merchandise brought in for \$20, and have 8X10” signed photos available for \$10, with all proceeds benefiting Global Family Philanthropy’s medical clinic fund. Final Pop-Up Charity weekend hours are Friday and Saturday, 10 a.m. to 6 p.m. and Sunday 11 a.m. to 5 p.m.

To help meet their goal, Global Family Philanthropy, a registered charity under section 501-c3, welcomes additional merchandise donations. To learn more, visit [www.globalfamilyphilanthropy.org](http://www.globalfamilyphilanthropy.org) or email [info@globalfamilyphilanthropy.org](mailto:info@globalfamilyphilanthropy.org).

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**About Scottsdale Waterfront**

Scottsdale Waterfront offers a vibrant mix of shops and dining, anchored by PF Chang's China Bistro, Wildfish, Culinary Dropout and Olive + Ivy, on the southwest corner of Camelback and Scottsdale Roads at 7135 E. Camelback Road, Scottsdale, AZ 85251. Visit [www.scottsdalewaterfrontshopping.com](http://www.scottsdalewaterfrontshopping.com). Professionally managed by Main Street Real Estate Advisors at 480-247-8071.

**About the Adrian Wilson Foundation**

Established in 2008, The Adrian Wilson Foundation is dedicated to giving back and giving children a chance. The Foundation's goal is to tackle the adversities facing children today, through charitable programs supported by Arizona Cardinals Safety Adrian Wilson. [www.adrianwilson24.com](http://www.adrianwilson24.com)