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‘ACPA’ Unites with Sir Richard Branson’s Charity ‘StandUp For Kids’
Virgin Limited Edition along with Virgin Atlantic to host the
Association of Celebrity Personal Assistants, (ACPA) at its next Membership
Event

LOS ANGELES, CA (September 4, 2009) – Under the banner of educating others about homeless children, The Association of Celebrity Personal Assistants "ACPA", the premiere organization of Hollywood's 'Stars behind the Stars' will partner with a Sir Richard Branson's Virgin Unite's charity, StandUp for Kids, at its next membership meeting.

Sponsored by Virgin Limited Edition, Sir Richard Branson’s collection of luxury retreats, and co-hosted by Virgin Atlantic, the meeting will be held Tuesday Sept. 15 at Social Hollywood, 6525 Sunset Blvd, and Hollywood CA starting at 6:30 p.m. PDT.

Members of the ACPA, along with volunteers and executives from StandUp for Kids and a representative from both Virgin Limited Edition and Virgin Atlantic, in addition to the General Manager of Necker Island, Gordon Overing, will be in attendance. Founded in January 1990, StandUp For Kids is a national all-volunteer organization committed to going to the streets and helping homeless and street kids. The organization provides services to the homeless and at-risk youth more than 1,000 times per week.

"Most people report seeing the vets or older people on the streets, but never the kids," said Rick Koca, founder and CEO of StandUp for Kids. "Teaming up with the ACPA is another way to get the word out to educate others about the brutality of children on the

streets! Personal assistants meet a vast number of people daily and have the ability to bring the plight of homeless youth to the public's attention," said Koca.

This meeting is to provide the highly skilled assistants with exposure, professional development and awareness to the problem through a presentation highlighting the charity's efforts as well as showcasing award-winning retreats, private charters and opportunities with Virgin Limited Edition and Virgin Atlantic.

"Members of the ACPA meet monthly at different venues in order to share ideas and experiences; and to also learn about new vendors or businesses that could be vital in assisting us in our daily responsibilities," said Drei Donnelly, president of the ACPA. "It provides its members with opportunities and relationships that enable us to be more effective in our work with our celebrity clients. Through our charity showcases, we are able to extend our network base to further humanitarian efforts in our widespread circuit."

Jon Brown, Managing Director of Virgin Limited Edition, shared his delight in hosting the event and believes, "Through this meeting, participants will walk away with a better glimpse of our principles as a company and our commitment to the community. They will see how we are able to successfully integrate a memorable guest experience with a call to social responsibility. It is our pleasure to equip members of the ACPA with this information as they truly do hold the power to influence many through their impressive networks. We are also thrilled that General Manager Gordon Overing will be on hand as a representative from one of our retreats, Necker Island."

This event is for ACPA's members and their invited qualified guests. For additional information, visit www.acpa-la.com

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About The Association of Celebrity Personal Assistants "ACPA"

The Association of Celebrity Personal Assistants, "ACPA" is the premiere association in Los Angeles to join for celebrity personal and executive assistants. Its continued commitment to empowering its members through professional development programs has been a staple in the Hollywood community since the early nineties. ACPA's motto is, "It is known by the company it keeps." Founded in 1992, the ACPA now boasts more than 100 members representing a plethora of prominent high-end employers. For more information, visit www.acpa-la.com.

About Virgin Limited Edition

Virgin Limited Edition is a collection of unique retreats chosen for their stunning locations, magnificent surroundings and offering a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier and soon to hit the waters, Necker Belle. Please visit www.virginlimitededition.com for more details.