

## **FOR IMMEDIATE RELEASE**

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### **World Business Academy Forms Global Citizen's Club to Engage Donors and Support Local Non-Profits**

**(SANTA BARBARA, CA)** The World Business Academy has launched a new Global Citizen's Club to unite and show its appreciation to the Santa Barbara donor and philanthropic communities.

The Global Citizen's Club (GCC) will bring Santa Barbara's philanthropic community together, give Santa Barbarans an opportunity to share their commitment to their community and the planet, and partner with local businesses that donate to local environmental, human rights or other charitable organizations.

One hundred and twenty of The Academy's supporting members are the first to be enrolled in the club, but philanthropic members of the public are also welcome. Anyone in the community is invited to join the new club by donating \$300 or more annually (just \$25 a month) to a non-profit organization in Santa Barbara that affiliates with the club and the World Business Academy. The first official affiliated non-profit is Human Rights Watch. GCC's members will receive a monthly newsletter along with a card, which grants them discounts and benefits from the Belmond El Encanto resort in Santa Barbara, the host of the club's monthly membership meetings.

"Our Global Citizen's Club offers people a chance to meet others who think of themselves as global citizens and want to improve their community," said World Business Academy Founder Rinaldo S. Brutoco. "Especially with the recent fire and mudslides, we see the need to proactively engage our local community. So many things we care about in California are under attack by the federal government. We need to be 'self-appointed citizens of the realm,' so to speak, to ensure that our community does as well as it can considering the social and environmental challenges we face."

Brutoco noted the GCC would also help raise donations to many important local non-profits that become affiliated with the club.

The Belmond El Encanto, which is the first affiliated business, has demonstrated its commitment to the community during the recent Thomas Fire and mudslide crises by offering discounts of 50 percent or more off of rooms for area residents seeking shelter after being evacuated due to the fire, flooding or mudslides. Similarly, other local businesses that also give back to the community will offer discounts in the future. GCC members will enjoy many privileges and benefits from the resort,

including 15 percent off on all food and beverages at the resort, seven days a week; a 20 percent discount on all spa services, Monday through Thursday; 20 percent off rooms, Monday through Thursday; and 20 percent off small catered events, Monday through Thursday. Belmond El Encanto will provide members with an access code to use when making guest room reservations.

Global Citizen's Club members also may attend the monthly meeting at the Belmond El Encanto that will feature a no-host bar and complementary appetizers as well as timely and engaging presentations by guest speakers and local dignitaries. These monthly events will run from 5:30 p.m. to 7 p.m. The first meeting is Jan. 18 and will feature a talk by Diane D'Arrigo, director of the Radioactive Waste Project at Nuclear Information Resource Service, a Washington, D.C.-based non-profit devoted to a nuclear-free, carbon-free world. She will discuss a government proposal to transport high-level radioactive waste throughout California and the United States.

Anyone interested in joining the Global Citizen's Club may contact Lisa LaPlaca at the World Business Academy. Call 805-455-4725 or email [lisa@worldbusiness.org](mailto:lisa@worldbusiness.org).

Now in its 30<sup>th</sup> year, the World Business Academy is a Santa Barbara-based think tank that has recently transitioned into the action incubator for environmental causes that directly impact our community. The Academy advocates for sustainable energy use and other timely environmental issues by working to elevate the consciousness of people in the business community and encouraging them to use their influence to take responsibility for the environment. Visit [www.worldbusiness.org](http://www.worldbusiness.org).

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