

FOR IMMEDIATE RELEASE

Thursday, April 03, 2014

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FOUNDATION FOR METROWEST

## **From Makeup to Philanthropy, Julie Toskan-Casale of M-A-C Cosmetics to Speak at the Wellesley Country Club**

**Wellesley, MA** – Committed philanthropist and successful business woman, Julie Toskan-Casale will be speaking at the Wellesley Country Club on Thursday, May 1, 2014 as they keynote speaker for the Foundation for MetroWest's inaugural Spring Inspiration Breakfast. Julie was instrumental in establishing MAC Cosmetics, one of the industry's biggest success stories. After selling MAC to Estée Lauder, she established the Youth and Philanthropy Initiative (YPI) of the Toskan Casale Foundation. YPI is now run in over 200 schools across Canada, the UK and New York City, and has enabled young philanthropists to donate millions of dollars to charities across the world.

On May 1, Julie will discuss her personal story and her transition from a business leader to philanthropist. She will address how everyone can engage their families in active and meaningful philanthropy and the importance of engaging youth in local philanthropic activities. The Foundation will honor young philanthropist, Anna Josephine Conrades, for her commitment to many worthwhile causes in the Greater Boston area, including the Boston Society of Young Philanthropists Fund at the Foundation for MetroWest.

"It's very important for our children to learn that being part of a community means giving back in any way they can," said Pam Lesser, Event Committee Chair, Foundation for MetroWest Board of Trustee, and Youth in Philanthropy parent. "In order to ensure that there will be support for the nonprofit sector in the future, our next generation must be exposed to philanthropy in a meaningful way at a younger age. Engaging youth in philanthropy prepares young people to be active, lifelong community citizens," continued Lesser.

The Foundation for MetroWest has a longstanding commitment to educating the next generation about the importance of giving back to their community. The Foundation's Youth in Philanthropy program is one of the largest youth programs in the country, offering seven programs throughout the MetroWest region. Since inception, over 1,000 students have awarded nearly \$700,000 to local nonprofit organizations.

The event will begin at 9:00 a.m. on Thursday, May 1, 2014 at the Wellesley Country Club. Tickets can be purchased by visiting [www.foundationformetrowest.org/SpringInspiration](http://www.foundationformetrowest.org/SpringInspiration) or calling the Foundation at 508.647.2260.

Foundation for MetroWest connects philanthropic opportunity with demonstrated need in MetroWest. The Foundation promotes philanthropy in the region, helps donors maximize the impact of their local giving, serves as a resource for local nonprofit organizations, and enhances the quality of life for all MetroWest citizens. For more information, please visit, [www.foundationformetrowest.org](http://www.foundationformetrowest.org).

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