



Holden Advisors Launches Annual 5k Walk for Starfish; Fund Raiser for Children with Behavioral Problems

October 2, 2004

CONCORD, Mass. - Holden Advisors, a management consulting firm, is announcing the 2nd annual walk for Camp Starfish on Saturday, October 2, 2004. This non-profit organization manages a summer camp for Massachusetts area children with emotional, behavioral or learning problems. Those children often come from low-income families in the Greater Boston Area. The Camp fosters success and growth by providing individualized attention as part of structured, nurturing and fun group programs. The walk will be held again this year in historic Concord Center and North Bridge.

Camp Starfish is managed by Executive Director, Deb Berman, a specialist in program development for children with difficult problems. In its fifth year, the program has grown from hosting 100 youths per summer to 150 young people. Camp Starfish has purchased a camp ground previously owned by The Girl Scouts, in Townsend MA. With the continued help of individual and corporate donations from MA based companies such as Jordon's Furniture, Putnam Investments, and Wilmer, Cutler, Pickering, Hale and Dorr LLP, renovations can be made so the camp can build the yearlong session schedules.

The walk starts at 10:00 am on October 2nd and Holden Advisors expect 100 walkers to complete the 5k walk. The goal for each walker is a minimum of \$200. Additionally, Concord businesses such as Welch's and The Colonial Inn are donating and local shops will have either posters in their shop windows to cheer on walkers or signage at the walk stops. The starting location is 32 Lowell Rd. by the Colonial Inn at the Concord Center Rotary. The Holdens make their home in Concord Center and friends and neighbors contribute their time as cross walk guards, rest point contacts, managing parking and registration for the walk. For information on corporate sponsorship, to make a donation or to sign-up as a walker, please call Bonnie Plapper at Holden Advisors 978-405-0029 or email info@holdenadvisors.com.

About Holden Advisors Corp.

Holden Advisors, formerly known as Dynamic Value Advisors, is a specialized advisory firm that helps Fortune 500 companies achieve an optimal balance of valuable customers. Utilizing its proven Value Discipline(SM) approach, clients are able to drive their business goals for success by developing their core competitive strategy and organizing a go-to-market plan that connects their marketing activities with the sales process. Founded in 2003, the Company's clients have included some of the world's leading financial services, technology, and manufacturing institutions including Standard & Poor's, Advanced Micro Devices, Metavante, Motorola, and PeopleSoft. For additional information, visit <http://www.holdenadvisors.com> or contact the company at 978-405-0020.

About Camp Starfish

Camp Starfish is a 501(c)3 non-profit organization supported by grants from foundations, corporations and generous individuals. For more information on Camp Starfish please go to: www.campstarfish.org or call (617) 522-9800.