

FOR IMMEDIATE RELEASE

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**LIZA BETH JEWELRY CELEBRATES PEOPLEFUND'S
EAST NIGHT EVENT WITH CUSTOM JEWELRY DONATION**
Creator and Designer Liza Beth Soklove to Speak at Fundraiser

(AUSTIN, TX)— Texas non-profit organization *PeopleFund* provides business loans and financial assistance to small business owners with limited resources, a service that helped contribute to the growth of Liza Beth Jewelry. Earlier this year, after PeopleFund's Beatriz Pappas helped Liza Beth Jewelry and founder Liza Soklove secure needed funding to further build her business, the nonprofit's Senior Loan Officer suffered a series of medical complications, and unexpectedly passed away. Soklove was devastated.

"PeopleFund believed in me. I am forever grateful for their assistance and will always hold dear the kindness and generosity Beatriz Pappas and PeopleFund showed me. They are a wonderful organization and I support them 100%," said Liza Soklove.

Liza Beth Jewelry continues the brand's upward trajectory to success, where the collections are found in many of the country's high-end boutiques.

PeopleFund's East Night Celebration, which serves as the organization's annual fundraiser, will be held at Sterling Affairs Event Center on October 20, 2016. In memory of Beatriz Pappas and designed in her honor, Liza Beth Jewelry is donating a pair of her exquisite 14k white gold butterfly diamond earrings as part of the evening's silent auction. In addition, Liza Beth has designed a pair of sterling silver diamond earrings to be sold in boutiques across the country. Liza Beth will donate 20% of the proceeds from the sale of these earrings to PeopleFund in celebration of Pappas' life and dedication to the organization.

PeopleFund has touched the heart of many entrepreneurs including Soklove. "At PeopleFund, we believe we have fulfilled our mission if our clients can make informed business and financial decisions, gain access to appropriate credit, build their business in a healthy way, pay off or refinance their debt at a lower rate and become a part of the financial mainstream," said PeopleFund President & CEO Gary Lindner.

For more information on PeopleFund or for tickets to the East Night celebration, visit <https://peoplefund.org/events/east-night/>

For more information on Liza Beth Jewelry please contact: liza@lizabethjewelry.com

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14k white gold butterfly diamond earrings, \$2,485



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