

FOR IMMEDIATE RELEASE

## A Spice of Life Raises Money for a Child in Need

**Denver, April 18, 2011:** On Friday, April 1<sup>st</sup>, [A Spice of Life](#) held a "Super Hero Party" at the A Spice of Life Event Center in Boulder Colorado. "Each year we look within A Spice of Life and pick someone who has either fallen ill, or a family member has become sick. We know we cannot take away that pain but our goal is to alleviate some of that struggle through a financial contribution to that employee," says [David Rubin](#), Co-Owner/ Managing Director of [A Spice of Life](#). This year's event supported a 12 year employee's daughter who needs a double hip replacement. "We love coming together for a cause for one of our own, and as much as we enjoy throwing parties for others, we relish doing it for ourselves! We are honored by his loyalty to Spice and are proud to help his family," says Rubin.

"We are a community based company (and) we understand we would not have grown and been taken in by the Boulder community without taking care of our employees and those organizations close to their hearts," states Rubin.

In addition to assisting its employees, A Spice of Life also helps local organization such as Institute for Women's Studies, Seeds of Hope, CURE, Foundation – Epilepsy, 9 News Health Fair, Friendship Bridge, Humane Society, and many more organization by donating time, food, or a hint of wisdom. A Spice of Life also helped the March of Dimes to create the March of Dimes Signature Chef Auction, which is now an annual event in Denver, CO.

The giving at A Spice of Life is not limited to foundations for cures. A Spice of Life is actively involved in giving to religious institutions and denominations around the area.

"We support many religions and denominations and it all depends on our ability and timing during the year and our employees relationship with them. In regards to my own synagogue, last year we were the keynote sponsor to the annual dinner held at (the) A Spice of Life Event Center, and we were proud to cut a check back to them for \$5000. This year Har Ha Shem is hosting it at their temple and we are able to offer another large sponsorship while we cater for 175 people so they can continue to raise more money. With the Jewish religion it's call Tzedaka, and it's mandatory for everyone to partake, and we are taught that 'it's supposed to hurt.' - Rubin

A Spice of Life has been around for 23 years with David Rubin and Dan Buckner as owners for 17 of those years. During this time, A Spice of Life staff members have elected to share their time, money, and wisdom to organizations within the communities surrounding Boulder, CO. David Rubin's philosophy on service is "Everyone has something they can share."

The inspiration to give back as a company stems from “our parents (who) raised us correctly, our fraternity that taught us to give back to the community and expect nothing in return, my (Rubin) Jewish roots... and we saw early in our careers the power we had with our company and we wanted to use it for good,” says Rubin. “A Spice of Life is a company with 1960s values,” Rubin continues, “A ‘Thank You’ and being known as good men drive Dan and I a long way.”

Rubin challenges us to “imagine if everyone gave of themselves , whether it be money, time or just their wisdom. .. what would it be like if everyone volunteered 2 – 4 hours every month?”

To learn more about the philanthropic efforts of A Spice of Life, please visit them on the web at <http://www.aspiceoflife.com/about-us/philanthropy/>

**Contact:**

Mark McGinnis  
Marketing Manager  
303.443.4049  
[mmcginnis@aspiceoflife.com](mailto:mmcginnis@aspiceoflife.com)

###