



## Profits for Peace

By Executive Director Julie Gutman  
June 24, 2010

Dear Friends –

There is nothing more honorable than giving back to the community - especially when those who benefit have nowhere else to turn.

That's why we are so proud to announce our "Profits for Peace" campaign. Starting June 26, participating restaurants and businesses will contribute a portion of their proceeds to PTV for a day, a week, a month, or a year. Others, including the L.A. institution Pink's Hot Dogs, have made generous contributions to support this initiative.



Julie Gutman

The occasion is the kickoff of PTV's 30th anniversary year on UN International Day in Support of Victims of Torture. All across the world, human rights groups will honor those who have suffered the horrors of torture, and rededicate themselves to the eradication of this evil as well as the healing of survivors.

Los Angeles is home to the largest number of torture survivors in the U.S. - read today's [L.A. Times opinion piece by Harold Meyerson](#) for more on L.A.'s rich history as a haven for refugees and asylum seekers - so it is fitting that businesses have responded so enthusiastically to this initiative. Here's what one business owner had to say about "Profits for Peace":

*In the 80's and 90's there was a war in my country. I was very closely affected by war and torture. I'm helping because there was a very difficult moment with mistreatment from the terrorists and the government. Program for Torture Victims helps people who came through that time.*

Ricardo Zarate, Mo Chica Restaurant - native of Peru

And another:

*The Pink family traces its history back to Central Europe and Russia and immigrated in the early 1900's to the U.S. to escape the type of torture still inflicted on many others in the world today. We fully appreciate the vital importance of supporting the Program for Torture Victims Profits for Peace Campaign.*

Gloria Pink, Pink's Hot Dogs

We are thrilled that so many businesses here in Los Angeles have generously offered to participate in "Profits for Peace," and that [Mayor Villaraigosa, Councilmember Perry, and Assembly Speaker John Perez have endorsed our campaign](#) (pdf). Participating businesses thus far include Pink's, Louise's Trattoria (all locations), Takami Sushi and Robata Restaurant, Good Girl Dinette, Mo Chica, La Maison de Crème, Chichen Itza Restaurant, Thai Corner Food Express, Bo Balsim's Hair, Skin and Nail Salon, Handmade by Mariah (clothing and accessories), Studio City Yoga, and Alignment for Life (life coaching and yoga).

But we need your help to make it a success.

Here's what you can do: print out a copy of our "Profits for Peace" guide ([pdf coupon book/text flier](#)) and make a point of patronizing [these businesses](#) during the period they will be donating proceeds to PTV (you should of course continue to support them after as well).

You can also forward this email to ten or more friends and family members and ask them to join you in supporting the work of PTV.

Together we can make a difference in the lives of those who need us the most.

Warmly,

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*Join us in celebrating 30 years of service and rebuilding lives by donating to PTV.*

**Program for Torture Victims**

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