

For Immediate Release:

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TKO RECEIVES A DONATION FROM BACKNINE INSURANCE SERVICES

CALABASAS, CA (November 18, 2010) - *TKO -Turn Kindness On* recently received a generous donation from Mark Tattersall and BackNine Insurance Services of Westlake Village, California.

Presenting the check to Brett & Mandy Ellen, along with their two sons, Keanu and Tristen Ellen, was Scott Thurman of BackNine and his daughter, Sierra.

TKO (Turn Kindness On) was founded in 2001 by the Ellen family with the goal of promoting social responsibility in children at an early age and engaging them to participate in meaningful projects within the community. TKO first became involved in helping with events within Southern California such as feeding the homeless and visiting seniors at nursing homes. Throughout the years, their missions have branched out considerably and now help children in need all over the world.

Brett Ellen is the President & CEO of American Financial Network (AFN), an Independent Financial Solutions Firm. In the financial services industry for over 25 years, Mr. Ellen has always maintained a proactive hands-on approach to his practice, staying in touch and involved with his clients and the communities where they reside. Besides founding TKO, Brett has supported many charities including the American Cancer Society, Big Brothers and the Muscular Dystrophy Association (MDA). As a frequent volunteer for schools and educational causes, Brett has taken on the role of ***The Kids Finance Coach™***, and through his online blog, KidsFinanceCoach.com™ and classroom appearances, he offers fun interactive programs that teach kids about money, finance and helping others. Recognized for his philanthropic endeavors and dedication toward making a difference, Mr. Ellen received the prestigious Humanitarian Award from the MDA in 2008 and was presented with The Community Leadership Award in Mentoring Excellence from *Investment News Magazine* in 2009. He has been an active participant in Business Forums International in addition to founding and running his own networking business group, the ***Financial Solutions Alliance (FSA)***.

BackNine Insurance Services is a boutique Insurance Agency that has been in business for over 10 years offering Life, Disability, Long Term Care and other insurance products.

TKO relies on donations from members and outside supporters. For more information, log on to TurnKindnessOn.org.

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