



PRESS RELEASE

World Artisan Guild LLC  
US Importer of  
ARGAND'OR Argan Oil

**World Artisan Guild, importer of Argand'Or Argan oil, supports culinary Fundraiser to fight Autism for the second year**

Milwaukee, Wisconsin - September 25, 2008

World Artisan Guild, importer of award winning ARGAND'OR Argan oil, supports the Autism Speaks annual Celebrity Chef Gala for the second year. The New York City fundraiser, which generated more than 1.1 Million dollars in last year's inaugural event for Autism research, will be held on October 1<sup>st</sup> at Cipriani Wall Street in Manhattan's Financial District.

This culinary extravaganza features over 60 star chefs who support the fight against autism and volunteered to prepare delectable sensations for the participating dinner guests.

Culinary luminaries include Franklin Becker, co-chair and initiator of this event, Christian Albin, Executive Chef of The Four Seasons, Wylie Dufresne, Chef and owner of wd ~50, Aaron Sanchez, Chef and co-owner of Centrico, and many others who will prepare four course tasting menus tableside for their paying guests. The event will be hosted by NBC's Tom Colicchio, entertainment will be provided by acclaimed musician Harry Connick Jr. In addition, the event will include a lively auction of valuable donations.

Proceeds of the fundraiser will support Autism Speaks, a not for profit corporation dedicated to increasing awareness of autism spectrum disorders, to funding research into the causes, prevention, treatments and cure for autism, and to advocating for the needs of affected families.

Autism is a complex brain disorder that inhibits a person's ability to communicate and develop social relationships, and is often accompanied by extreme behavioral challenges. Autism spectrum disorders are diagnosed in one in 150 children in the United States. The diagnosis of autism has increased tenfold in the last decade.

World Artisan Guild has chosen the fight against Autism as their main charitable cause. In the past, children with Autism were treated as hopeless cases by society, including the medical profession. Recent developments have demonstrated that Autism is treatable. We at World Artisan Guild support the efforts to understand the causes of Autism and to develop a cure.

About World Artisan Guild:

World Artisan Guild LLC is the exclusive US importer of Argand'Or culinary Argan oil and Argan oil based natural cosmetics. Argand'Or Argan oil is sustainably produced by the U.C.F.A. Berber Women Cooperatives of the UNESCO protected Arganeraie (Morocco). Argand'Or is a product of fair trade principles. The oil is cold pressed, does not contain any additives and is certified USDA organic.

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