

January 11, 2017

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## **First Allied Securities, a Cetera Financial Group Firm, Presents Generous Donation to the Cystic Fibrosis Foundation**

### **Multiple philanthropic events held throughout the year to raise funds**

**San Diego, Calif.** – First Allied Securities (First Allied), a leading independent broker-dealer with more than three decades of history serving successful financial advisors, proudly announced that they have presented a donation check for \$73,487 to the Cystic Fibrosis Foundation. These funds were raised through the efforts of First Philanthropy, First Allied's in-house community service program organized by a volunteer committee of employees.

Each year, First Philanthropy aligns with a spotlight charity organization that is voted on by the employees of First Allied. First Philanthropy operates and hosts numerous fundraising events on behalf of the selected cause throughout each year, all culminating with the annual First Allied National Conference. In the program's seven-year history, First Philanthropy has raised more than \$350,000 for several deserving non-profit organizations located throughout the United States.

This year's four-day National Conference held at the Manchester Grand Hyatt in San Diego, CA hosted more than 1,100 attendees including financial advisors from around the country, industry experts, keynote speakers, and strategic partners. These attendees worked to raise more than \$72,000 throughout the conference, far exceeding First Philanthropy's initial goal of \$50,000. Significant funds were raised through an auction of memorabilia donated by former NFL legend Archie Manning, who was in attendance to support the cause. A merchandise booth set up by Life is Good company CEO Bert Jacobs, who was also a speaker at the event, helped the charity as all proceeds from sales of merchandise were donated to the Foundation.

Aside from the National Conference, a number of other fundraisers were organized throughout the year on behalf of the Cystic Fibrosis Foundation. Employees were given the opportunity to purchase CFF pin-ups, participate in nacho and banana split fundraisers, walk in the annual CFF Walk, as well as engage local restaurants to donate portions of their sales to the fundraising efforts for the Foundation.

The Cystic Fibrosis Foundation's Development Director Stasha Ybarra commented on the donation by First Philanthropy by stating, "Our organization has made significant strides thanks to the monumental support generated by businesses like First Allied. As we continue to grow closer to finding a cure for Cystic Fibrosis, we are optimistic about the road ahead, but it is a long and costly one. Not only do these generous donations contribute to the pursuit of a cure, but the awareness created by First Allied's fundraising initiatives serves as an invaluable asset to our cause."

Kevin Keefe, President and Chief Executive Officer of First Allied, said, "For so many years now, our devoted First Philanthropy team has worked tirelessly to demonstrate First Allied's fervent commitment to the communities we serve."

This year's charity holds particular importance, as there are more than 30,000 Americans currently suffering from Cystic Fibrosis. We couldn't be more confident in the research, advocacy, and leadership provided by the Foundation to combat this illness, and I speak on behalf of First Allied when I say it has been a pleasure building a relationship with them over the last year. We take pride in providing our unwavering support to organizations like the Cystic Fibrosis Foundation, and look forward to continuing to grow our network of charity involvement in the future."

#### **About Cystic Fibrosis Foundation**

The Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. Cystic fibrosis is a progressive, genetic disease that causes persistent lung infections and limits the ability to breathe. Funds raised will support the development of new drugs to fight the disease, improve the quality of life for those with cystic fibrosis and – ultimately – to find a cure.

For more information on the Foundation or to donate, please visit <https://www.cff.org/>

#### **About First Allied**

Based in San Diego, First Allied serves as the firm of choice for independent financial advisors from across the nation who seek to grow their businesses. The firm is a leader in developing meaningful partnerships with business owners who seek to help their clients reach their financial goals, and have been doing so for over three decades. Our exclusive business development platform has been expertly constructed to provide entrepreneurial financial advisors with one of the most comprehensive platforms for growth in the industry. First Allied is part of Cetera Financial Group<sup>®</sup>, a leading network of independent retail broker-dealers.

First Allied offers securities through First Allied Securities, Inc., a registered broker-dealer, member [FINRA/SIPC](#). Advisory services are offered through First Allied Advisory Services, Inc., a registered investment adviser. For more information, please visit [firstallied.com](http://firstallied.com).

#### **About Cetera Financial Group<sup>®</sup>**

Cetera Financial Group ("Cetera") is a leading network of independent retail broker-dealers empowering the delivery of objective financial advice to individuals, families and company retirement plans across the country through trusted financial advisors and financial institutions. Cetera is the second-largest independent financial advisor network in the nation by number of advisors, as well as a leading provider of retail services to the investment programs of banks and credit unions.

Through its multiple distinct firms, Cetera offers independent and institutions-based advisors the benefits of a large, established broker-dealer and registered investment adviser, while serving advisors and institutions in a way that is customized to their needs and aspirations. Advisor support resources offered through Cetera include award-winning wealth management and advisory platforms, comprehensive broker-dealer and registered investment adviser services, practice management support and innovative technology. For more information, visit [www.ceterafinancialgroup.com](http://www.ceterafinancialgroup.com).

\* "Cetera Financial Group" refers to the network of retail independent broker-dealers encompassing, among others, Cetera Advisors, Cetera Advisor Networks, Cetera Investment Services (marketed as Cetera Financial Institutions), Cetera Financial Specialists, First Allied Securities, Girard Securities and Summit Brokerage Services.

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