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RiverFront Investment Group Partners with Connor's Heroes to Fund A Year's Worth of Donations

Connor's Heroes was selected by RiverFront Investment Group to receive \$25,000 as their 2021 Charitable Giving Partner

RICHMOND, VA, JANUARY 6, 2021 – RiverFront Investment Group is pleased to announce [Connor's Heroes](#) as their 2021 Charitable Giving Partner. The partnership includes a \$25,000 donation and a commitment to volunteerism throughout 2021.



"When a family registers with Connor's Heroes, they quickly realize they are not alone. They have a community of heroes ready to help throughout their childhood cancer journey. The Connor's Heroes Bags and Backpacks program provides support and comfort to families facing a cancer diagnosis during a time that can become quickly overwhelming," said Connor's Heroes Executive Director Celia Tetlow Martin. "Through our partnership with RiverFront Investment Group and their generous \$25,000 gift, this program will be fully funded for the entire year. Thank you, Riverfront Investment Group, for helping to making sure no parent will face a child's cancer alone!"

Since 2012, RiverFront has selected an annual [Charitable Giving Partner](#). The selection process includes nominations from RiverFront associates, submissions from Richmond non-profits on how the support would be utilized, and a firm-wide vote. In addition to the monetary donation, RiverFront commits associate volunteer support for one year. While RiverFront selects a new partner each year, the organization stays involved with past charitable partners through on-going volunteer support. The Charitable Giving Partner program is part of RiverFront's larger commitment to respect, support and serve its community which included over \$115,000 in donations to 70 non-profits and over 700 volunteer hours in 2020.

"During the COVID-19 Pandemic we were reminded of the impact RiverFront can make in our local communities," says Kaetlin Collins, RiverFront's Charitable Giving Committee Chair. "When looking for a 2021 partner, our associates turned to those non-profits that had found ways to adapt in 2020 to continue to serve those in need. The partnership with Connor's Heroes was exciting because it gave us the opportunity to volunteer in a variety of ways both virtually and in person. We are so excited to be working with Connor's Heroes and are looking forward to helping local families during their childhood cancer journey."

ABOUT CONNOR'S HEROES: Founded in 2006 as a salute to Connor Goodwin, who triumphed after 2-1/2 years of cancer treatment as a preschooler, Connor's Heroes is named after Connor and in honor of the heroes who supported his family throughout his treatment. Today, Connor's Heroes is a Richmond, Virginia-based nonprofit dedicated to helping the families in Central Virginia cope with childhood cancer and our community's researchers conquer it.

ABOUT RIVERFRONT: RiverFront Investment Group is a global asset manager focused on Process over Prediction – a dynamic investment approach driven by a systematic, repeatable methodology. The firm provides flexible, risk-managed solutions for a range of investment objectives and risk tolerances.

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