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**THE SOHN CONFERENCE FOUNDATION LAUNCHES INAUGURAL IRA SOHN STOCK GAME  
IN ADVANCE OF 23<sup>RD</sup> ANNUAL SOHN INVESTMENT CONFERENCE**  
*Participants build fantasy stock portfolios using Sohn Conference picks*

New York, NY – April 17, 2018 – The Sohn Conference Foundation today launched the Ira Sohn Stock Game in advance of the 23<sup>rd</sup> Annual Sohn Investment Conference, taking place on April 23 at Lincoln Center. In this fantasy stock competition, players are given one million tokens worth of fantasy capital to construct an investment portfolio, and the \$100 donation to participate will fund the Foundation’s mission to treat and cure pediatric cancer. The player with the highest performing portfolio will be named the winner and awarded two complimentary tickets to the 2019 Sohn Investment Conference in New York next year.

“The Ira Sohn Stock Game is an exciting way to engage anyone interested in building their dream portfolio, while also raising money for a critical cause,” said Evan Sohn, Vice President of The Sohn Conference Foundation. “For 23 years, as the original and premier investment idea event, The Sohn Investment Conference has honored Ira Sohn’s career as a successful Wall Street professional. This game is another way to build upon that legacy.”

To connect the competition to content presented at the conference, three of the participants’ stocks in their portfolio must be picks from speakers at The Sohn Investment Conference and Next Wave Sohn. Registration for the contest opens today and closes on Friday, April 27 at 5PM ET, and is open to all investing enthusiasts. Once participants have registered for the contest, they can begin building their portfolio when The Sohn Investment Conference in New York starts on Monday, April 23 at 9:30AM ET and will have until Friday, February 8, 2019 at 5PM ET to play.

The game is operated through Portfolios with Purpose. Interested individuals can register for the Ira Sohn Stock Game [here](#).

**ABOUT THE SOHN CONFERENCE FOUNDATION**

The Sohn Conference Foundation is dedicated to the treatment and cure of pediatric cancer. The Foundation supports cutting-edge medical research, state-of-the-art research equipment, and innovative programs to ensure that children with cancer survive and thrive. The Foundation raises its funds through premier investment conferences, including the renowned annual New York Sohn Investment Conference.

The Conference honors the memory of Ira Sohn, a Wall Street Professional who lost his battle with cancer at age 29. His friends and family founded the New York Sohn Investment Conference in 1995. Since then, investment leaders from across the globe have been inspired to launch partner Sohn Conferences to bring the financial community together for charitable causes. Sohn Conferences include, Sohn Australia, Sohn Brazil, Sohn Canada, Sohn Geneva, Sohn Hong Kong, Sohn India, Sohn London,

Sohn Monaco, Sohn San Francisco and Sohn Tel Aviv. To date, the Foundation has raised more than \$85 million. More information on the Sohn Investment Conference is available at [www.sohnconference.org](http://www.sohnconference.org)