

WASHINGTON, DC - As Armenians around the globe begin to commemorate the 100th anniversary of the 1915 Armenian Genocide, the Armenian Assembly of America will be working in various capacities in the planning, organizing, and execution of several events across the United States, as well as working to advance Armenian issues on Capitol Hill. In this context, Chairman of the Board of Trustees of the Assembly, Mr. Hirair Hovnanian, has pledged to match up to \$500,000 on all new donations to the Armenian Assembly of America in 2015.

"Hirair's dedication, commitment, and ongoing support of the Assembly's activities is truly outstanding and will help us further advance our work, especially in this critically important centennial year," stated Assembly Executive Director Bryan Ardouny.

In 1997, it was Hirair's vision and \$1 million contribution that led to the creation of the Armenian National Institute (ANI), which established itself as a leading Armenian Genocide resource center and affirmation organization associated with the Assembly. Today, ANI is the premier go-to site for genocide documentation and research. In 2014 alone the ANI website had over 3 million hits.

The generous pledge of Mr. Hovnanian was announced at the Assembly Kick-Off Reception in Boca Raton, FL and the Assembly's annual New Year Gathering in Los Angeles, CA earlier this month.

Mr. Hovnanian's matching pledge applies to new members who join the Assembly and additional sums donated above a current member's contribution level. Individuals can join the Assembly online at www.aaainc.org.

Established in 1972, the Armenian Assembly of America is the largest Washington-based nationwide organization promoting public understanding and awareness of Armenian issues. The Assembly is a non-partisan, 501(c)(3) tax-exempt membership organization.