



PEAKS STRATEGIES LAUNCHES “1 FOR ALL” SUSTAINABILITY GRANT PROGRAM

NEW YORK, April 22, 2018 -- [Peaks Strategies](#), an independent strategic communications firm serving financial services, capital markets and corporate clients, today announced the launch of its “1 for All” environmental and sustainability grant program and its first grant recipients.

“To mark the [second anniversary of the firm](#), our commitment to the environment and sustainability, and on the occasion of [Earth Day 2018](#), we are proud to launch Peaks Strategies’ “1 for All” grant program,” said Founder and Managing Partner, Thomas Walek. “It’s our privilege and our duty to donate at least one percent of each year’s revenue to causes and organizations where we can make a difference, get involved and invest for the long-term.”

Based on 2017 revenues, Peaks Strategies will make initial grants to:

- [Friends of the Upper Delaware](#). Sponsor *Team Peaks Strategies* for FUDR’s annual competitive fundraiser, the One-Bug Event. All profits from the event are used to protect, preserve, and enhance the ecosystem and cold-water fishery of the Upper Delaware River System.
- [University of Colorado Peaks Strategies Communications Scholarship Fund](#) – A multi-year commitment to provide scholarship awards for students enrolled in the CU (Boulder) College of Media, Communications and Information who are interested in careers in communications or public relations with an emphasis in the following areas: business, finance, sustainability.

Founded in 2016, Peaks Strategies specializes in strategic communications for public and private companies in capital markets, alternative and traditional asset management, sustainable and impact investing, fintech, and financial and professional services.

[Walek is an award-winning pioneer in communications for the financial services industry](#). In 1998, he founded Walek & Associates, a global financial and capital markets boutique serving multinational brands and emerging leaders. The firm received numerous awards and recognitions over the years from *PR Week*, *Hedgeweek*, *O’Dwyer’s*, The National Investor Relations Institute, and *The Hedge Fund Journal’s* “Outstanding Contribution: Hedge Fund Media Communications.” Walek sold his eponymous firm in 2013.

Peaks Strategies is in New York City and Boulder. www.PeaksStrategies.com

#

CONTACT

Thomas Walek

Peaks Strategies

twalek@PeaksStrategies.com

+ 917-353-7575