

**Repair  
the world**

**SPONSORED BY THE  
HAROLD GRINSPOON  
FOUNDATION**

# Creating **Luck, Raising Cash**

**Two Jewish teens from L.A. come up with a cool way to give back to other kids while getting a sweet taste of business success.**

**It all started** when 14-year-old Sean Abramson thought it'd be cool to wear his favorite guitar pick as a pendant while performing with his band. He loved the necklace so much that he figured others might enjoy wearing a lucky guitar pick too. So he enlisted the help of friend Adam Schlesinger, also 14, to design a prototype. Little did they know they would turn their fun project into a major fundraiser for charity. We called the two teens to find out more.

**So, Sean, you came up with the idea initially. What appealed to you about it?**

**SEAN:** I have a tortoise shell pick that I love, and I always thought it made my music sound good. So I decided to wear it around my neck for luck. I made a hole in the pick using a hot pen (I do NOT recommend this; it was dangerous!) and then put a chain through it. I called Adam to tell him my idea and see if he wanted to make them with me to sell to other people.

**ADAM:** We did a lot of research on line and found a company that would customize the picks for us; each one says "Lucky-Pix" on it. We knew we'd never be able to make more than a few by ourselves.



**And then how did you start selling them?**

**ADAM:** We started making them in May, so there were only a few weeks to sell them at school before summer. We made a couple hundred in four different colors, and sold out immediately. So we knew we were on to something big. From there, we made more and started selling them at our camp, Camp Ramah. We sold even more than a couple hundred really fast.

**Why did you decide to give 25 percent of your profits to charity?**

**SEAN:** I was raised to always give back to the community, so it was important to me. We decided to give a quarter of our earnings to children who haven't had all the great opportunities we've been lucky enough to have. We have given money to Camp Ramah for scholarships, to Paul Newman's Camp, The Painted Turtle, for chronically ill children, and to the Zimmer Children's Museum (which teaches children and their families about making a difference in their homes and in the world).

**ADAM:** It didn't feel natural to keep all the money. I grew up watching my parents give back to our shul and to our community, and I knew I wanted to help others too.

**You've sold about 5,000 picks so far. Since you sell each necklace for \$9.95, that means you've raised over \$12,000 for charity. How does it feel?**

**ADAM:** It's incredible that we're kids helping kids. A lot of people can't

comprehend that we've been able to do this, that this is a real business.

**SEAN:** It's addictive! It feels great to know we're making a difference. You just want to give more and more.

**What would you tell other teens about starting a business so they too can give back?**

**SEAN:** Start out small when it comes to trying out your idea. You can always grow it if it works. Adam and I actually had a business before this one in which we sold novelty items, like shocking pens and party poppers. It totally failed.

**ADAM:** (laughing) Yeah, I think we made about \$20 and it lasted for a few minutes. ★

**Interested in learning more about "Lucky-Pix" and buying a pick of your own? Go to [www.Lucky-Pix.com](http://www.Lucky-Pix.com).**

## **Win your own Lucky-Pix!**

**Write us a paragraph or two about something cool you did to repair the world. We'll pick our five favorite entries to send a Lucky-pix necklace too. And we'll publish as many of your responses as we can in an upcoming issue of JVibe.com. Email your entry to [Editor@JVibe.com](mailto:Editor@JVibe.com), and write "Lucky-Pix" in the subject field.**