

April 29, 2013 | By Jade Griffin and Bryant Lim

Business Leader, Author Robert E. Price Shares Legacy of Price Club Founder, Sol Price, May 6

The author will be signing copies of his book about his father ‘Sol Price: Retail Revolutionary and Social Innovator’

The University of California, San Diego will present an evening with Robert E. Price on May 6 at 4 p.m., including a talk and book-signing by the international businessman, philanthropist and author of the book, “Sol Price: Retail Revolutionary and Social Innovator.” The event is free and open to the public.



Price

Price will share personal reflections about the business success, personal life and lessons learned from his father, Sol Price, a trailblazer who changed consumer shopping habits with the founding of Price Co., which operated the highly successful Price Clubs that later merged to become Costco. Today, Robert E. Price is president of the Price Family Charitable Fund and Price Charities, as well as chairman of the board of PriceSmart, Inc., which is the largest operator of membership warehouse clubs in Central America and the Caribbean.

“We are honored to host this talk and book-signing with Robert E. Price on our campus,” said Chancellor Pradeep K. Khosla. “Robert and his family have had a tremendously positive impact on UC San Diego and our region. Through their generosity and contributions, they have improved the lives of thousands of people and, for that, we are extremely grateful.”

The Price family has a long history of providing philanthropic support to UC San Diego. Sol Price, who was a La Jolla resident, donated to many areas of campus, from the UC San Diego Moores Cancer Center to undergraduate scholarships. His contributions included a gift to help

build Price Center West, a part of University Centers located in the heart of campus. Since its opening in May 1989, the complex has become a hub of activity for students, faculty and visitors—a testament to the impact Price has had on the UC San Diego community.

The book “Sol Price: Retail Revolutionary and Social Innovator” not only recounts the life of a man who profoundly affected the shopping habits of consumers in the United States and the lives of UC San Diego community members, but is also part biography and part memoir – a window into a son’s unique perspective on his father’s life. Books will be available for purchase and signing by the author at the event, which will take place at the UC San Diego Rady School of Management, J.R. Beyster Auditorium from 4 p.m. to 5:30 p.m. RSVP is required; please contact Traci Doddy at 858-822-0370 or email radyrsvp@ucsd.edu.

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