



Hearts of Gold's Founder Honored by *Cookie* Magazine

Smart Cookie Awards, Recognizing Mothers Who Make a Difference Through Philanthropy, Bestows Editors' Choice Award on Deborah Koenigsberger

NEW YORK, NY – April 20, 2009 – [Hearts of Gold](http://www.heartsogold.org/) (<http://www.heartsogold.org/>), a not-for-profit organization that improves the lives of New York City's homeless mothers and their children, today announced that the organization's founder & executive director, Deborah Koenigsberger, has been named as a 2009 Smart Cookie Awards honoree by Condé Nast's *Cookie* (<http://www.cookie.com/>). Since 2007, the Smart Cookie Awards have recognized mothers who are making a difference in the lives of women and children. Koenigsberger will be honored at the Smart Cookie Awards gala ceremony on April 20 at Jazz at Lincoln Center in New York City, alongside celebrity honorees including Salma Hayek (UNICEF), Debra Messing (YouthAIDS), and Uma Thurman (Room to Grow).

Founded in 1996, Hearts of Gold supports the mothers and children in residence at three Manhattan shelters: Icahn House East, LLC; Semiperm HDFC; and Nazareth Housing. Hearts of Gold's goal is to prepare families to exit the shelter system and thrive on their own. To date, the organization has raised more than \$1.6 million for the city's homeless mothers and children, providing everything from diapers, winter coats, and summer camp tuition for the children; to mammograms, career counseling, and landlord negotiations for the mothers.

"I am honored by the Smart Cookie Award, and I am grateful to *Cookie* for recognizing Hearts of Gold. Thanks to its support and the ongoing generosity of our donors and volunteers, Hearts of Gold can continue to help New York City's shelter moms and kids in their time of immediate need, and inspire people to do the same around the world," said Deborah Koenigsberger, Hearts of Gold founder & executive director.

For more information on Hearts of Gold and the Smart Cookie Awards, visit <http://www.heartsogold.org/> and <http://www.cookie.com/magazine/2009/04/deborah-koenigsberger>.

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About Hearts of Gold: Hearts of Gold (HoG) was founded in 1996 by Deborah Koenigsberger, a former model and a fashion industry stylist who owns a successful women's clothing boutique, Noir et Blanc... Bis, established in 1989 in Manhattan's Chelsea district. Her caring nature was touched by the struggles of homeless women in her neighborhood, so in 1996 she founded HoG, a not-for-profit organization that exists to improve the lives of New York City's homeless mothers and their children. HoG has raised more than \$1.6 million in support of city shelters including Icahn House East, LLC; Nazareth Housing; and the former Alexander Abraham Residence. In 2008, HoG adopted a new shelter, Semiperm HDFC. The organization has attracted the support of such luminaries as Emme Aronson, Bobbi Brown, Kirsten Dunst, Edie Falco, Marcia Gay Harden, Ivana, Hoda Kotb, Laura Linney, Soledad O'Brien, Susan Sarandon, Tamara Tunie, Vanessa L. Williams, and Stevie Wonder. HoG is a 501(c)(3) organization. For more information on how you can help, visit www.heartsogold.org.