



HEARTS OF GOLD

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## **Hearts of Gold Announces Grand Opening of “The Thrifty HoG”**

**Chic New Shop To Benefit NYC’s Homeless Mothers & Children; Grand Opening Benefit, “Great Performances to Raise the Roof -- An Evening of Jazz,” To Be Held May 5, 2010**

NEW YORK, NY – April 26, 2010 – [Hearts of Gold \(http://www.heartsogold.org/](http://www.heartsogold.org/), HoG), a not-for-profit organization that fosters sustainable change in lifestyle and levels of self-sufficiency for homeless mothers and their children in New York City, today announced the grand opening of the organization’s new upscale resale and consignment shop, The Thrifty HoG. The shop, located at 11 West 25th Street (between Broadway and Sixth Avenue), will open at the end of May, and will offer a selection of chic new and very gently used clothing and accessories for men, women and children, as well as home decor items and small furnishings.

HoG’s founder and executive director, Deborah Koenigsberger, envisions The Thrifty HoG as a unique retail establishment: not only will proceeds benefit the homeless mothers and children supported by her organization, but the shop also will provide job-training for these struggling women. Says Koenigsberger, “The Thrifty HoG will strengthen our ability to serve our ‘adopted’ mothers and children in these challenging economic times. The mothers supported by Hearts of Gold will be eligible for three-month, paid internships at the shop to teach them job skills, and help them on their way to financial independence.”

A benefit to celebrate The Thrifty HoG’s opening will be held at the shop on Cinco de Mayo, May 5, 2010, at 6:00 p.m. The event, “Great Performances to Raise the Roof -- An Evening of Jazz,” will be emceed by supermodel and HoG Advisory Board member Emme, and will present the sultry jazz rhythms of Rodney Kendrick & Hearts of Gold Advisory Board Member Rhonda Ross, Maya Azucena, jazz pianist Shonari Edwards, and The Masters School Jazz Band. The evening will also feature a signature cocktail, the “Spirit of Independence” Margarita, made with Tequila Don Modesto from Modesto Spirits, the evening’s corporate sponsor. Tickets to the grand opening celebration are \$200 for general admission and \$300 for reserved seating. Tables and corporate sponsorships are also available.

Founded in 1996, Hearts of Gold currently supports mothers and children in residence at three New York City shelters: Semiperm HDFC, Nazareth Housing, and Nazareth House Harlem. Hearts of Gold's goal is to prepare families to exit the shelter system and thrive on their own. To date, the organization has helped more than 10,000 homeless families and has raised more than \$1.6 million, providing everything from diapers, winter coats, and summer camp tuition for the children to mammograms, career counseling, and landlord negotiations for the mothers.

The Thrifty HoG is now accepting donations of clean, very gently used spring and summer clothing as well as household and home decor items. To learn more about Hearts of Gold and The Thrifty HoG, or to purchase tickets to the Grand Opening Celebration, call (212) 206-1461 or visit <http://www.heartsofgold.org/>.

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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 Nazareth Housing, Nazareth House Harlem, and Semiperm HDFC. Past shelters HoG has supported include the Alexander Abraham Residence and Icahn House East, LLC. In 2009, founder Koenigsberger was named a Smart Cookie Awards honoree by Condé Nast's Cookie magazine and was honored as "New Yorker of the Week" by NY1 News. The organization has attracted the support of such luminaries as Bobbi Brown, Kirsten Dunst, Edie Falco, Emme, Marcia Gay Harden, Hoda Kotb, Laura Linney, Soledad O'Brien, Susan Sarandon, Ivana Trump, Tamara Tunie, Vanessa L. Williams, and Stevie Wonder. HoG is a section 501(c)(3) organization. For more information on how you can help, visit <http://www.heartsofgold.org/>.