



## HEARTS OF GOLD

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For Immediate Release

### **Hearts of Gold Raises \$50,000 for NYC's Homeless Families**

#### **“Let's Face It” Gala Fundraising Event, Sponsored by Bobbi Brown Cosmetics, Attracts Widespread Support**

NEW YORK, NY – May 8, 2007 – Hearts of Gold (HoG), a not-for-profit organization that improves the lives of New York City's homeless mothers and their children, today announced the results of their spring fundraising gala, “Let's Face It.” The event, which was held on April 19, 2007 at Goethe-Institut in New York City, raised in excess of \$50,000. Proceeds from the event will be used to support the 450+ children and 375+ mothers in residence annually at three Manhattan shelters: Icahn House East, LLC; the Alexander Abraham Residence (a program of Women In Need, Inc.); and Nazareth Housing.

“The city provides homeless mothers and children with basic shelter and services. Hearts of Gold adds to this by solving ‘quality of life’ issues and addressing core problems such as domestic violence, joblessness, lack of education, and lack of basic life skills,” said Bobbi Brown, CEO and Founder of Bobbi Brown Cosmetics and HoG Advisory Board member. “I believe that the more you give, the more you get back – and I am honored to join HoG in helping these women and their children advance from homelessness to a new life of their own,” Brown added.

“We are proud of the results of ‘Let's Face It,’ and we are grateful to those who support us, but our work here has just begun,” says HoG Founder and Executive Director Deborah Koenigsberger. “Because HoG is a small, efficiently run organization, we are able to funnel more of our dollars towards helping these children – and every dollar makes a difference,” Koenigsberger added.

HoG will hold their 11<sup>th</sup> annual Hearts of Gold Gala fundraiser on Thursday, November 8, 2007 at The Puck Building in New York. For more information on HoG's upcoming events and programs, or to make a donation, visit [www.heartsofgold.org](http://www.heartsofgold.org) or contact Deborah Koenigsberger at [dk@heartsofgold.org](mailto:dk@heartsofgold.org).

**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 clothing boutique, Noir et Blanc... bis, 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 NYC's homeless mothers and their children. HoG has raised more than \$1 million in support of three NYC shelters: Icahn House East, LLC; the Alexander Abraham Residence (a program of Women In Need, Inc.); and Nazareth Housing. The organization has attracted the support of such luminaries as Emme Aronson, Bobbi Brown, Kirsten Dunst, Edie Falco, Marcia Gay Harden, Ivana, Laura Linney, Soledad O'Brien, Susan Sarandon, Vanessa Williams, and Stevie Wonder. HoG is a fully accredited 501(c)(3) organization. For more information on how you can help, visit [www.heartsofgold.org](http://www.heartsofgold.org).

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