



**HEARTS OF GOLD**

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**NEWS - FOR IMMEDIATE RELEASE**

## **Hearts of Gold Raises the Roof at Spring Fundraising Event, May 5, 2010**

NEW YORK, NY – May 10, 2010 – A fabulous time was had by all at “Great Performances to Raise the Roof – An Evening of Jazz,” a Cinco de Mayo event benefitting [Hearts of Gold](http://www.heartsofgold.org/) (<http://www.heartsofgold.org/>, HoG). HoG is 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.

The spring fundraising event was held for the first time at 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 officially open on Friday, May 28, 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. The Thrifty HoG is a unique retail establishment: not only will proceeds benefit the homeless mothers and children supported by HoG, but the shop also will provide job-training for these struggling women.

The sold-out fundraising event, “Great Performances to Raise the Roof -- An Evening of Jazz,” gathered a broad spectrum of jazz talent to lend a special touch to the struggling families supported by HoG. After warm welcomes from the evening’s emcee, supermodel and HoG Advisory Board member Emme, and HoG founder and executive director Deborah Koenigsberger, attendees enjoyed a performance by a rising young jazz pianist, Shonari Edwards; a rare live appearance by Rodney Kendrick and Rhonda Ross, including a new song, “From Now On,” written by Ms. Ross and dedicated to Deborah Koenigsberger and Hearts of Gold; and a sultry set from Brooklyn-based singer/songwriter Maya Azucena including the Stevie Wonder song “All is Fair in Love.” The Masters School Jazz Band, who appeared on the Tyra Banks Show last year, closed the show with their dynamic set.

Guests at the sold-out event enjoyed a signature cocktail, the “Spirit of Independence” Margarita, made with Tequila Don Modesto from Modesto Spirits, the evening’s corporate sponsor. Modesto also donated five limited-edition bottles of the tequila, created for HoG and valued at \$200 each, three of which were auctioned at the event for \$250 each.

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, call (212) 206-1461 or visit <http://www.heartsofgold.org/>.

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**CONTACT:** Deborah Koenigsberger, Hearts of Gold Founder & Executive Director, 212-206-1461 or dk(at)heartsofgold(dot)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 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/>.