



HEARTS OF GOLD

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RHONDA ROSS JOINS THE HEARTS OF GOLD ADVISORY BOARD

Performing artist, motivational speaker, and entrepreneur to serve as Honorary Chair for the charity's upcoming fall fundraising gala

[NEW YORK, NY – October 9, 2009] **Rhonda Ross** has joined the Advisory Board of **Hearts of Gold** (<http://www.heartsogold.org>), it was announced today by **Deborah Koenigsberger**, Founder and Executive Director of Hearts of Gold. Additionally, Ms. Ross will serve as the Honorary Chair for the organization's upcoming fall fundraising gala, taking place on November 12, 2009.

Rhonda Ross epitomizes today's modern mother. Not only does she travel the world as a performing artist and motivational speaker, but has founded her own successful real estate firm, Ross Realty International.

"The relationship between mothers and children has great significance for me; I have a very close relationship with my own mother, **Diana Ross**, and I am recently a new mother myself," said Ms. Ross. "I am honored to offer my name, time, talent, and love to help strengthen the homeless mothers and children supported by Hearts of Gold."

Hearts of Gold (<http://www.heartsogold.org>) is a not-for-profit organization dedicated to improving the lives of New York City's homeless mothers and their children. Its **13th Annual Fall Fundraising Gala, "It's A Love Thing,"** will be held on **Thursday, November 12 at 6:00 p.m. at Metropolitan Pavilion, 125 West 18th Street**. The event will feature co-Mistresses of Ceremonies **Soledad O'Brien**, Anchor and Special Correspondent for CNN and Goodwill Ambassador for Hearts of Gold, along with *Law & Order: Special Victims Unit's* **Tamara Tunie**, also an accomplished producer and director as well as a member of Hearts of Gold's esteemed Advisory Board.

The family-friendly evening will include a cocktail reception and a live auction. The highlight of the 1970s-themed night will be a runway fashion show with the fall collections of **Beth Bowley, Teenflo, Transit, Zapa**, and other designers yet to be announced. And, for the first time this year, the gala will also feature an after-hours party dubbed "Love Unlimited" to be held following the fashion show and auction at Metropolitan Pavilion.

Proceeds from "It's A Love Thing" and "Love Unlimited" will be used to support the more than 450 children and over 375 mothers in residence annually at three Manhattan shelters. Though New York City has the country's second-largest homeless population, Hearts of Gold Founder & Executive Director Deborah Koenigsberger's vision is to expand the organization, so that struggling families get real-time support not just in

New York but across the nation. The funds raised in the annual gala are critical for both the organization's immediate local needs and longer-term national goals.

"I know our entire nation continues to struggle with the prolonged economic downturn, but NYC's homeless mothers and children are among those hurting the most. The families that Hearts of Gold serves need our help more than ever," said **Deborah Koenigsberger**, Founder & Executive Director. "I am honored that Soledad and Tamara are generously supporting Hearts of Gold again this year as we improve the lives of these families in their time of immediate need and put them on a road to stability and success."

Individual tickets for "It's A Love Thing" are available for \$250, \$500, and \$1,000, with tables starting at \$2,500. Tickets to the after-party, which runs from 10:30 p.m. - 1:00 a.m. and includes open bar and dancing, are \$50. A limited number of event sponsorship opportunities are still available. Companies or individuals interested in participating in the event can learn more, purchase tickets, or make a donation by calling (212) 206-1461 or by visiting www.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 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. In 2009, founder Koenigsberger was named a Smart Cookie Awards honoree by Condé Nast's *Cookie* magazine. The organization has attracted the support of such luminaries as **Bobbi Brown, Kirsten Dunst, Emme, Edie Falco, 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 501(c)(3) organization. For more information on how you can help, visit www.heartsofgold.org.

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