



**HEARTS OF GOLD**

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NEWS - For Immediate Release

## **CNN's Soledad O'Brien & NBC's Hoda Kotb to MC Hearts of Gold's Fall Fundraising Gala, "La Dolce Vita," on 11/08/07**

### **11th Annual Event Supports NYC's Homeless Families**

NEW YORK, NY – October 17, 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 plans to present their 11<sup>th</sup> annual Fall Fundraising Gala, "La Dolce Vita." The event will be held at 6:00 p.m. on Thursday, November 8, 2007 at The Puck Building in New York City. The event will feature Co-Mistresses of Ceremonies Soledad O'Brien, who is Anchor and Special Correspondent for CNN as well as HoG's Goodwill Ambassador, and Hoda Kotb of NBC's *Dateline* and *Today's* Fourth Hour.

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.

"Homelessness in New York City is at an all-time high, including nearly 15,000 children who live in the city's shelter systems," said Deborah Koenigsberger, Hearts of Gold Founder & Executive Director. "I am proud to have Soledad and Hoda join Hearts of Gold at our Fall Fundraising Gala as we work to improve the lives of these families, preparing mothers and children to exit the shelter system and thrive on their own."

Tickets for La Dolce Vita are available for \$250, \$500 and \$1,500. A limited number of event sponsorship opportunities are now available. Companies or individuals interested in participating in the event can learn more, purchase tickets, or make a donation by visiting [www.heartsofgold.org](http://www.heartsofgold.org) or contacting HoG Founder & Executive Director Deborah Koenigsberger at [dk\(at\)heartsofgold\(dot\)org](mailto: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, 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, Hoda Kotb, 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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