



HEARTS OF GOLD

links to a better life...

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**RVR NECKWEAR DESIGNS NEW TIE AND POCKET SQUARE COLLECTION TO
BENEFIT HEARTS OF GOLD**

*Upscale men's accessories company supports NYC's homeless families when line debuts
at Hearts of Gold's fall fundraising gala on November 12*

[NEW YORK, NY – November 3, 2009] **Hearts of Gold** (<http://www.heartsogold.org>), a not-for-profit organization that improves the lives of homeless mothers and their children, is excited to announce a new partnership with men's luxury neckwear company **RVR Neckwear** (<http://www.rvrneckwear.com>). This upscale, sophisticated brand has designed an exclusive collection of ties and a pocket square to benefit Hearts of Gold.

Robert Valdes-Rodriguez, founder of RVR Neckwear, was inspired to design a collection for Hearts of Gold after meeting its Founder and Executive Director, **Deborah Koenigsberger**, through mutual friends. "I said, let's provide something fashionable for men and raise money for Hearts of Gold," Robert recalls. With that, Robert embarked on designing two tie styles and a pocket square exclusive to Hearts of Gold. Like RVR's existing neckwear collection, the "Hearts of Gold" designs are woven in Italy by one of the most exclusive silk mills in the world.

The tie styles will sell for \$185 and the pocket square will cost \$75. A preview of the items, as well as ordering information, is available at <http://www.heartsogold.org>.

RVR's silk masterpieces will debut at Hearts of Gold's **13th Annual Fall Fundraising Gala, "It's A Love Thing,"** on **Thursday, November 12** at **Metropolitan Pavilion**. The event will feature co-Mistresses of Ceremonies **Soledad O'Brien** and **Tamara Tunie** and Honorary Chair **Rhonda Ross** and will include a cocktail reception, dinner, live auction, fashion show, and after-party. Male supermodel **Miguel Perdomo** (Sean John, Moet Hennessy) will debut the collection on the gala's "Gold Carpet."

Proceeds from the sales of the ties, pocket squares, and the gala event will be used to support approximately 900 mothers and children in residence annually at three Manhattan shelters. Though New York City has the country's second-largest homeless population, 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.

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. To purchase tickets or make a donation, call (212) 206-1461 or visit <http://www.heartsogold.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 <http://www.heartsogold.org>.

About RVR Neckwear: RVR Neckwear was started by Robert Valdes-Rodriguez, a former Wall Street executive who had a “lucky” tie, one that he always wore to important meetings and client pitches. After 20 successful years with his “lucky” tie, it got old and frayed. Robert’s fruitless search for a replacement led him to design his own tie. It quickly turned into a passion, ultimately resulting in a collection which is known for its subtle yet sophisticated style and extraordinarily high quality. RVR Neckwear is available online and in a limited number of high-end boutiques around the world. <http://www.rvrneckwear.com>.



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