



HEARTS OF GOLD

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NEWS – For Immediate Release

Hearts of Gold Raises \$265,000 for NYC's Homeless Mothers & Children

“La Dolce Vita” Fall Fundraising Event, Emceed by CNN’s Soledad O’Brien & NBC’s Hoda Kotb, Brings Shelter Families a Brighter 2008

NEW YORK, NY – December 3, 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 Fall Fundraising Gala, “La Dolce Vita.” The event, which was held on November 8, 2007 at The Puck Building in New York City, raised more than \$265,000. 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 event featured 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. A glamorous and star-studded crowd including celebrities Emme Aronson, Malaak Compton-Rock, Manuela Testolini, and Tamara Tunie enjoyed a fashion show featuring pieces by Anni Kuan, Beth Bowley, Teenflo, Transit Par-Such, Zapa, Pablo de Gerard Darel, and a special finale courtesy of Khoon Hooi. Following the fashion show, O’Brien and Kotb led a fast-paced live auction of travel, beauty, home and fashion items, including packages donated by the event’s Honorary Chairs, Ann Curry and Vanessa L. Williams.

“Hearts of Gold is on our way to another wonderful year of fulfilling our mission: preparing mothers and children to exit the shelter system and thrive on their own. For that, I am extremely grateful,” said Deborah Koenigsberger, Hearts of Gold Founder & Executive Director. “If you were unable to attend our gala, please consider donating to our Old Navy Shopping and Coats for Christmas funds supporting our shelter children. We wish everyone a warm, healthy, and happy holiday season,” she added.

HoG’s Spring Beauty Event, Let’s Face It, will be held on April 10, 2008 at Cipriani 23rd Street in New York City. For more information or to make a donation, visit www.heartsofgold.org or contact 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 L. 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.

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Media Contacts: Deborah Koenigsberger, Hearts of Gold, (212) 206-1461,
dk(at)heartsofgold(dot)org; Angelica Carey, (917) 691-5334,
press(at)heartsofgold(dot)org