



HEARTS OF GOLD

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Hearts of Gold's Deborah Koenigsberger Named "New Yorker of the Week" by NY1 News

Story To Run Beginning Friday, December 18 on NY1 News and NY1.com

NEW YORK, NY – December 17, 2009 – [Hearts of Gold](http://www.heartsofgold.org/) (<http://www.heartsofgold.org/>), a not-for-profit organization that improves the lives of New York City's homeless mothers and their children, today announced that the organization's founder and executive director, Deborah Koenigsberger, has been named "New Yorker of the Week" by NY1 News (<http://ny1.com>). The distinction honors Koenigsberger's efforts to bring a joyful Christmas to the city's homeless and formerly homeless mothers and children through Hearts of Gold's annual Christmas Party, held on December 16. During the party, these families received beautifully wrapped gifts including winter coats, warm clothing and toys for each child and a festive gift bag filled with beauty products, winter accessories and more for the moms. The joyous celebration featured a delicious catered holiday meal, treats, and caroling, with a special appearance by Santa Claus.

Founded in 1996, Hearts of Gold currently supports approximately 900 mothers and children in residence at three Manhattan shelters: Icahn House East, LLC; Semiperm HDFC; and Nazareth Housing. 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.

"I am so grateful to NY1 News for recognizing me as New Yorker of the Week. I want to thank my fellow New Yorkers, the mothers whom Hearts of Gold supports, who are such an inspiration as they work to improve their children's lives, and the generous donors who make our efforts possible. I wish everyone a wonderful holiday season and encourage you to do your part to help others less fortunate than yourself, during this season and throughout the year, whether you are in New York or around the world," said Deborah Koenigsberger.

To view the story on Deborah Koenigsberger as New Yorker of the Week, watch NY1 News beginning Friday, December 18 at 8:00 p.m., or visit <http://ny1.com>. For more information on Hearts of Gold, visit <http://www.heartsofgold.org/>.

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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, 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 501(c)(3) organization. For more information on how you can help, visit www.heartsofgold.org.

About NY1 News: NY1 News, a division of Time Warner Cable, is available to more than two and half million subscribers on channel 1 on the following cable systems: Time Warner Cable of New York and New Jersey (serving Manhattan, Queens, Staten Island and portions of Brooklyn), Bergen and Hudson Counties in New Jersey, parts of Westchester and the Hudson Valley and Cablevision Systems of New York City (serving the rest of Brooklyn and the Bronx). It can also be seen on channel 122 on Time Warner Cable Rochester, channel 111 on Time Warner Cable Syracuse, channel 1011 on Time Warner Cable Binghamton and channel 515 on Time Warner Cable Albany, as well as being shown on closed-circuit television in the state capitol. NY1 News is available on the World Wide Web at <http://ny1.com>.