



MAYOR'S FUND  
TO ADVANCE  
NEW YORK CITY

FOR IMMEDIATE RELEASE

**MAYOR'S FUND TO ADVANCE NEW YORK CITY  
KICKS OFF THE 2010 BENEFIT IN SUPPORT OF THE CITY'S FAMILY JUSTICE  
CENTER INITIATIVE AND THE NEW YORK CITY HOUSING AUTHORITY'S  
EARLY CHILDHOOD PROGRAMS**

*Funds Will Support Initiative to Help Victims Break the Cycle of Domestic Violence and  
Early Childhood Programs for Low and Moderate-Income New Yorkers*

(New York, NY) September 29, 2010 – Mayor Michael R. Bloomberg, Mayor's Fund Board of Advisors Chair Rob Speyer, Board Member Liz Smith, and President Megan Sheekey today kicked off the 2010 Fete de Swifty benefit in Manhattan. The event, founded by Liz Smith and hosted by the [Mayor's Fund to Advance New York City](#) raises money to support the [Family Justice Center Initiative](#), administered by the Mayor's Office to Combat Domestic Violence. The initiative reduces barriers faced by victims of domestic abuse, allowing them to access a variety of services, such as prosecutorial, counseling, housing and financial assistance, under one roof. Mayor Bloomberg opened the first Family Justice Center in Brooklyn in 2005. In 2008, a second center opened in Queens, and the City's third center opened in April in the Bronx. This year, the event is also benefiting the New York City Housing Authority's Early Childhood programs, which provide children in NYCHA public housing communities with high-quality early care and learning opportunities for overall child development, and school and lifelong success.

This year's Fete de Swifty Honorary Chairs were Mary J. Blige, Tim Gunn, Mariska Hargitay, Nicole Kidman, John Starks, Steve Stoute, and Malik Yoba. The steering committee included Liz Smith, Stephen Attoe, Robert Caravaggi, David Patrick Columbia, Deborah Krulewitch, Christopher Meigher, Gillian Miniter, Peter Rogers, and Bill Stubbs. Junior Leader Chairs were Jake Bright, Sora Caetano, Keri Ingvarsson, Mia Morgan and Mile Muse. Police Commissioner Raymond W. Kelly, Commissioner Yolanda Jimenez of the Mayor's Office to Combat Domestic Violence and NYCHA Chairman John Rhea were also on hand for the event.

Since 2004, this annual benefit has raised more than \$4 million to support public programs through the Mayor's Fund to Advance New York City. This year's event also featured an online auction, which runs until October 6. It includes items such as: exclusive New York sports event packages, tickets to Jerry Seinfeld's Atlantic City show, followed by a meet and greet with the comedian, and a variety of exclusive experiences and fashion items. To bid go to [www.charitybuzz.com/fete](http://www.charitybuzz.com/fete).

Event partners also contributed a wide array of items and services for the carnival-themed Fete. LVMH Moët Hennessy Louis Vuitton Inc provided champagne and spirits and Brooklyn Brewery, City Winery donated the wine, Brooklyn Brewery provided beer, Glorious Food hosted the raw bar, and sweets were provided by Buttercup Bake Shop, Duane Street Patisserie, and Great Performances.

For more information about the 2010 Fete de Swifty and the Mayor's Fund to Advance New York City, please visit: [www.nyc.gov/fund](http://www.nyc.gov/fund).