

MAYOR'S FUND  
TO ADVANCE  
NEW YORK CITY

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MAYOR'S FUND TO ADVANCE NEW YORK CITY LAUNCHES  
ANNUAL BENEFIT AUCTION ON CHARITYBUZZ

*Auction Lots, Including Items from Keith Urban and Nicole Kidman, Bette Midler, Rachael Ray, Jerry Seinfeld and Mariska Hargitay at [www.Charitybuzz.com/fete](http://www.Charitybuzz.com/fete)  
September 15-October 6*

(New York, NY) September 15, 2010 – Columnist **Liz Smith**, Mayor's Fund Board of Advisors Chair **Rob Speyer** and President **Megan Sheekey** today announced the start of the annual auction to support public program's of the [Mayor's Fund to Advance New York City](http://www.MayorsFundtoAdvanceNewYorkCity.com). The auction will benefit New York City's [Family Justice Centers](http://www.FamilyJusticeCenters.com), serving victims of domestic violence and their children, as well as New York City Housing Authority's Early Childhood programs, which provide children in public housing communities with high-quality early care and learning opportunities. Featuring a variety of one-of-a-kind experiences and merchandise, the auction will be hosted online at [www.charitybuzz.com/fete](http://www.charitybuzz.com/fete) from September 15 to October 6.

The benefit auction includes exclusive experiences such as a backstage tour at **Rachael Ray's** show and lunch with her after the taping; tickets to **Jerry Seinfeld's** Atlantic City show followed by a meet and greet with the comedian; set visits of shows including *Law & Order: SVU*; VIP sports and travel packages; Broadway and runway show tickets and much more.

Other top auction lots that bidders can win include:

- An outfit **Mary J. Blige** wore at the Lilith Fair concert tour in July 2010
- Tickets to Late Night with **Jimmy Fallon** and a meet and greet with the host
- Guitars signed by **Keith Urban** and **Sting**
- Lunch at Le Cirque with fashion maven **Tim Gunn** and New York's own eye on celebrities **Liz Smith**
- Jewelry from renowned designers including **Me&Ro** and **Jennifer George**
- Set tours of hit shows including *Law and Order: SVU*; *Two and a Half Men*; and a chance to play an extra on *Curb Your Enthusiasm*
- An internship with famed fashion design house **Donna Karan** International in NYC
- A special dinner with NYC restaurant gurus **Tim and Nina Zagat**
- Courtside seats to see the New York **Knicks** and rinkside to the **Rangers**
- A chance to see watch the NY **Yankees** from the Delta Skybox and sit courtside at a NY Knicks game

Online bidding is open to the public through October 6<sup>th</sup>. Bidders must complete a simple

registration process with a valid credit card at [www.charitybuzz.com](http://www.charitybuzz.com) to place a bid.

The Mayor's Fund to Advance New York City's online auction also compliments the 2010 Fete de Swifty benefit, taking place in NYC on September 29. Honorary Chairs are Mary J. Blige, Tim Gunn, Mariska Hargitay, Nicole Kidman, John Starks, Steve Stoute, and Malik Yoba. To purchase tickets to the event, go to [www.nyc.gov/fund](http://www.nyc.gov/fund) or call 212-788-7794.

***About the Beneficiaries:***

Administered by the Mayor's Office to Combat Domestic Violence, the Family Justice 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.

The benefit auction will also support the New York City Housing Authority's Early Childhood programs, which provide children in the City's public housing communities with high-quality early care and learning opportunities for overall child development, and school and lifelong success. The New York City Housing Authority (NYCHA) is the largest public housing authority in the nation, serving more than 650,000 individuals and it oversees a network of over 400 community facilities. Nearly 30 percent of NYCHA's residents are under age 18.

***About the Mayor's Fund to Advance New York City:***

The Mayor's Fund to Advance New York City is a 501(c)(3) nonprofit organization, which aids public programs to support innovation and emerging needs. The Mayor's Fund devotes 100% of contributions to programs, and does not retain an administrative fee. For more information please visit: [www.nyc.gov/fund](http://www.nyc.gov/fund).

***About charitybuzz***

A leader in cause marketing, charitybuzz ([www.charitybuzz.com](http://www.charitybuzz.com)) aligns nonprofits with international brands and celebrity icons to raise funds through innovative online auctions. Featuring pop culture experiences, VIP events, luxury travel, fine art, couture fashion and sports memorabilia, charitybuzz brings its online community of upscale, socially conscious bidders exclusive opportunities to make a difference. The company enables its bidders to truly doGOOD and liveWELL, generating millions of dollars for charities around the globe. For more information please visit: [www.charitybuzz.com](http://www.charitybuzz.com).

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