



San Francisco General Hospital  
Foundation

# HEROES & HEARTS

Benefiting the San Francisco General Hospital Foundation

CONTACT:

Joe Kowalke | [Charles Zukow Associates](http://CharlesZukowAssociates.com)  
415-296-0677 | [joek@charleszukow.com](mailto:joek@charleszukow.com)

FOR IMMEDIATE RELEASE:

## Artist Entries Underway for 2012 'Hearts in San Francisco' Art, Fundraising Project

*San Francisco General Hospital Foundation Calls for Renderings by August 8*

SAN FRANCISCO (June 7, 2011) - Starting today, [San Francisco General Hospital Foundation](http://www.sfgfh.net) (SFGHF) is requesting artist submissions for its 2012 *Hearts in San Francisco* series, part of the seventh annual Heroes & Hearts Luncheon. Selected heart art is auctioned at the luncheon with proceeds supporting life-enhancing programs at San Francisco General and Trauma Center. Artists are invited to download applications at [www.sfgfh.net](http://www.sfgfh.net) and submit with renderings by the August 8 deadline.

*Hearts in San Francisco* debuted in 2004 as a city-wide public art project featuring 131 five-foot tall heart sculptures designed by local and national established and emerging artists. The unique works of art were displayed in plazas, parks and on street corners throughout San Francisco. To conclude the public art display, hearts were auctioned and sold with proceeds benefitting SFGHF and its efforts to fund projects that provide quality care at San Francisco General Hospital and Trauma Center.



*"my Atlantis, San Francisco," by Julia di Biasi;  
2011 Hearts in San Francisco artist  
(click images to view full-size)*

Today, the art project is part of SFGHF's Hearts fundraising events, which includes the [Heroes & Hearts Luncheon](http://www.sfgfh.net) and Hearts After Dark. Attended by upwards of 850 guests, the Heroes & Hearts Luncheon is a daytime gala that auctions heart art and honors community heroes with the Heroes & Hearts service award. [Hearts After Dark](http://www.sfgfh.net) is an evening party held after the luncheon featuring live music and dancing that draws over 800 attendees.

Each year, artists are selected to create both large (5' tall x 5'9" wide x 3'3" deep) and tabletop (14" tall x 17" wide x 8" deep) hearts that are auctioned and sold during the luncheon. Select large hearts remain on display in San Francisco's Union Square and locations throughout the City. *Hearts in San Francisco* artworks combined with Heroes & Hearts and Hearts After Dark proceeds (2006 - 2011) have raised nearly \$7 million for SFGHF.

"As one of last year's *Hearts in San Francisco* artists, it's gratifying to know that the funds raised from my heart are directly supporting valuable programs like the [Bay Area Perinatal AIDS Center](#) at San Francisco General and Trauma Center," says artist Julia di Biasi.

### Artist Entry Details:

Artists interested in applying must complete an application and submit with a full-color design rendering (8.5"x11" or larger) on or before August 8. Entrants must provide their own workspace, and be able to meet the artwork completion deadline of November 1. To download an artist info packet, which includes an application, artwork guidelines and official regulations, please visit [http://sfghf.net/hh/hearts\\_and\\_artists.html](http://sfghf.net/hh/hearts_and_artists.html).

Artist selection is conducted by a committee comprised of SFGHF staff, board members and community members.

### Hearts Videos:

- ["As Real As It Gets"](#)  
-- from patients to doctors, these are the faces of San Francisco General Hospital and Trauma Center
- ["Giving to the Entire City"](#) -  
- actor Chris Borgzinner (*La Mission*) and Damon Francis, MD highlight the link between the City and San Francisco General Hospital and Trauma Center



*Hearts at the 2011 Hearts After Dark in Union Square.*

### About San Francisco General Hospital Foundation

[San Francisco General Hospital Foundation](#) is an independent not-for-profit corporation 501(c)(3) that provides fundraising support to San Francisco General Hospital and Trauma Center (SFGH). San Francisco General Hospital Foundation is dedicated to promoting excellence in research, education and care for all at SFGH.

The vital funding raised by SFGH Foundation allows SFGH to continue its long history of providing quality health care to San Francisco and the Greater Bay Area. Some of the [programs funded wholly or in part by SFGH Foundation](#) include the Avon Comprehensive Breast Care Center, ACE Unit (Acute Care for Elders), Institute for Global Orthopedics and Traumatology (IGOT), The Children's Fund, Women's Health Initiative, The Center for Vulnerable Populations (CVP), Cancer Awareness Resources Education (C.A.R.E.), Bay Area Perinatal AIDS Center (BAPAC), and the Orthopedics Trauma Center of Excellence. For more information, please visit [www.sfghf.net](http://www.sfghf.net).

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