



San Francisco General Hospital
Foundation

HEROES & HEARTS

Benefiting the San Francisco General Hospital Foundation

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FOR IMMEDIATE RELEASE:

Final Call for 'Hearts in San Francisco' Artists Announced *August 8 Design Deadline Approaches for Annual Art, Fundraising Project*

SAN FRANCISCO (July 26, 2011) - **San Francisco General Hospital Foundation** (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.sfgfhf.net and submit with renderings by the August 8 deadline.

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 may 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.

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://sfgfhf.net/hh/hearts_and_artists.html.



"Puzzled Heart", by May M. Dris at the 2011 Heroes & Hearts Luncheon

Hearts in San Francisco debuted in 2004 as a city-wide public art project featuring 130 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.

Today, the art project is part of SFGHF's Hearts fundraising events, which includes the [Heroes & Hearts Luncheon](#) 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](#) is an evening party held after the luncheon featuring live music and dancing that draws over 800 attendees.

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

Video:

["As Real As It Gets"](#) – a look at the patients and programs supported by the Heroes & Hearts Luncheon

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.

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