



San Francisco General Hospital
Foundation

HEROES & HEARTS

Benefiting the San Francisco General Hospital Foundation

CONTACT:

Julie Richter | [Charles Zukow Associates](#)
415-296-0677 | julier@charleszukow.com

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Now Accepting Artist Submissions for 'Hearts in San Francisco' 2013 Fundraising Project

San Francisco General Hospital Foundation Calls for Renderings by August 6, 2012

SAN FRANCISCO (June 12, 2012) – [San Francisco General Hospital Foundation](#) (SFGHF) has begun accepting submissions from artists for the 2013 *Hearts in San Francisco* series, part of the eighth annual Heroes & Hearts Luncheon. The artwork that is selected will be auctioned at the luncheon with proceeds supporting life-enhancing programs at San Francisco General Hospital and Trauma Center. The applications can be downloaded at www.sfghf.net and renderings must be submitted by the August 6, 2012 deadline.

Today, the art project is part of SFGHF's Hearts fundraising events, which includes the [Heroes & Hearts Luncheon](#) and Hearts After Dark. The Heroes & Hearts Luncheon is a daytime gala, attended by upwards of 1000 guests, that auctions the heart art and honors community heroes with the Heroes & Hearts service award. After the luncheon, the [Hearts After Dark](#) party is hosted that evening, featuring live music and dancing that draws more than 1000 attendees.



*"All Day, All Night," by Marianne Bland,
2012 Hearts in San Francisco Artist*

The artists that are selected will create either a large (5' tall x 5'9" wide x 3'3" deep) or tabletop (14" tall x 17" wide x 8" deep) heart that will be auctioned and sold during the luncheon. Select large hearts remain on display in San Francisco's Union Square. *Hearts in San Francisco* artworks combined with Heroes & Hearts and Hearts After Dark proceeds (2006 - 2012) have raised more than \$8.5 million for SFGHF.

The city-wide public art project, ***Hearts in San Francisco*** was introduced in 2004, featuring 131 five-foot tall heart sculptures designed by local and national established and emerging artists. The

unique works of art were featured 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.

"I've always felt that the General exemplifies the welcoming and loving nature that characterizes San Francisco, and being a part of *Hearts in San Francisco 2012* was a personal way for me, as an artist, to contribute to all of the programs supported by San Francisco General Hospital Foundation," says artist Marianne Bland.

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 6, 2012. Entrants must provide their own workspace, and be able to meet the artwork completion deadline of October 31, 2012. 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.

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

Hearts Videos:

- [Heroes & Hearts 2012 Luncheon Video](#) -- Learn how San Francisco General Hospital and Trauma Center saves lives 24/7 and is The Heart of Our City.

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.sfgfhf.net.

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