



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 *August 6, 2012 Deadline Approaches for Annual Art, Fundraising Project*

SAN FRANCISCO (July 17, 2012) – Bay Area artists have only a few more weeks to submit their renderings for the 2013 *Hearts in San Francisco* series. **San Francisco General Hospital Foundation (SFGHF)** announces the final request for design submissions, part of the eighth annual Heroes & Hearts Luncheon. The chosen heart artworks will be auctioned at the luncheon with proceeds benefitting patient care and life-enhancing programs at San Francisco General Hospital and Trauma Center. Artists are invited to download applications at www.sfghf.net and submit with renderings by the August 6, 2012 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. *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.

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. 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://sfghf.net/hh/hearts_and_artists.html.

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 1,000 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 more than 1,000 attendees.

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

Video:

- [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.sfghf.net.

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