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**San Francisco General Hospital Foundation
Reveals One-of-a-kind Swarovski Crystal Table-Top Heart
celebrating 10th Anniversary of
'Hearts in San Francisco' Project**

Swarovski Crystal Heart to be a part of
2014 Heroes & Hearts Luncheon



SAN FRANCISCO (January 15, 2014) —To celebrate the 10th anniversary of the “Hearts in San Francisco” project at the **Heroes & Hearts Luncheon on Thursday, February 13, 2014, San Francisco General Hospital Foundation (SFGHF)** revealed today an exclusive, one-of-a-kind table-top heart created by **Swarovski Crystal**. The heart is one of the 2014 series of “Hearts in San Francisco” sculptures that will be auctioned at the luncheon to raise much-needed funds for life-enhancing programs and initiatives at **San Francisco General Hospital and Trauma Center**. Covered with more than 12,700 Swarovski crystals of varying shapes and sizes, the heart’s pattern was designed and assembled in Vienna, Austria by Alice Payr, Claudia Demetz and Monika Fritz. The heart will debut on Monday, February 3 in the **Wilkes Bashford** window on (address) Sutter Street. The Swarovski heart, along with three other table-top hearts and 15 mini-mosaic hearts will be available for auction on eBay beginning February 3 through Thursday, February 13 at the Heroes & Hearts luncheon at AT&T Park. “Hearts in San Francisco” artworks combined with Heroes & Hearts and Hearts After Dark proceeds (2006 - 2013) have raised nearly \$10 million for SFGHF.

In addition to the Swarovski heart, the artists selected to create large and table-top hearts for the 2014 luncheon are Shannon Amidon, Christine Arthur, Erica Jasmin Cañas, Patrick Dintino, Charles Gadeken, Brit Howard, June Li, Michael Osborne, Marius Starkey, Emma Webster, and Pop Zhao.

The 15 mini-mosaic hearts were created by artists from the Institute of Mosaic Art (IMA) in Berkeley. Artists include Tracy Broback, Tracy Calk, Randina Casenza, Jack Dynis, Dmitry Grudsky, Celeste Howell, Glynnis Kaye, Nadia Khasagir, Wenia Lee, Amy Neiman, Rachel Rodi, Erin Rogers, Vaishali Sanghavi, Laurel True, and Wesley R. Wong.

The three table-top hearts and 15 mini-mosaic hearts will be on display beginning February 3, in the store window at Macy's Union Square on Sutter Street.

The 2014 **Heroes & Hearts Luncheon** takes place on Thursday, February 13, 2014 at AT&T Park. Tickets for the event range in price from \$300 for single seats to \$5,000 for event sponsorship. To purchase tickets or to find out more about sponsorship, call 415-206-4478 or visit sfghf.net/hh.

Event sponsors include AT&T, Chevron Energy Solutions, Genentech, Intel Corporation, McKesson Foundation, Pier 39, The Stanley S. Langendorf Foundation, VISA, Webcor Builders, Wells Fargo, Macy's, Jeanne and Sanford Robertson, The Mary Wohlford Foundation, Union Bank, and Walgreens. Media sponsors include JC Decaux, KCBS All News 740 AM and 106.9 FM, NBC Bay Area, *San Francisco Business Times*, *San Francisco Chronicle* | SFGate.com, *San Francisco* magazine and *Where* magazine.

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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 (The General). San Francisco General Hospital Foundation is dedicated to promoting excellence in research, education and care for all at The General. The vital funding raised by SFGH Foundation allows The General 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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