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HEROES & HEARTS™ HEARTS After Dark™

BENEFITING SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

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San Francisco General Hospital Foundation Announces Call for Artists for 2015 ‘Hearts in San Francisco’ Fundraising Project

Artist Submissions due by Friday, August 1, 2014

SAN FRANCISCO (June 16, 2014) – The [San Francisco General Hospital Foundation](http://SanFranciscoGeneralHospitalFoundation.org) (SFGHF) announced today that they are now accepting submissions from Bay Area artists for the annual ‘Hearts in San Francisco’ public art series. The selected heart artworks will be a part of the **Heroes & Hearts Luncheon** and **Hearts After Dark evening event** at AT&T Park on **Thursday, February 12, 2015**. The hearts are sold and auctioned at the luncheon, with proceeds benefitting the life-enhancing programs at **San Francisco General Hospital and Trauma Center (The General)**, the heart of the City. Design renderings may be submitted online at sfgfhf.net by the **Friday, August 1, 2014** deadline.

Says 2014 artist Charles Gaden, “I have a deep respect for San Francisco General Hospital and Trauma Center and the work it does for the residents of the City, by participating in the 2014 Hearts in San Francisco series, I was able to personally do something to help the lives of others.”

Over the past 10 years, artists from the Bay Area have created more than 200 hearts that have gone on display all across the city of San Francisco and beyond, showcasing varying artistry while raising money for The General. The materials and styles used to create each heart have varied widely, including acrylic paints, mosaic art, mixed media sculptures, Swarovski crystals and more. In addition, for the 10th anniversary of the public art series, SFGHF offered select large and tabletop hearts, as well as a series of mini-mosaic in a special auction partnership with eBay.

Artists have the option to propose a design for either a large (5' tall x 5'9" wide x 3'3" deep) a tabletop (14" tall x 17" wide x 8" deep) heart, or a mini-heart (6" tall x 7" wide x 2" deep) that will be sold or auctioned during the Heroes & Hearts 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 (2004 - 2014) have raised more than \$11.5 million for SFGHF.



“Abstracting Sights” by Erica Jasmin Cañas

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 1, 2014. Design renderings may be submitted online at sfgfh.net. Artists are allowed to submit more than one design entry. Entrants must provide their own workspace, and be able to meet the artwork completion deadline of October 31, 2014. The [artist info packet](#), which includes artwork guidelines, official regulations, and application, are available at <http://sfgfh.net/events/create-a-heart/>.

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

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About Heroes & Hearts and Hearts After Dark

The 'Hearts in San Francisco' art initiative is a part of SFGHF's Hearts fundraising events, which includes the [Heroes & Hearts Luncheon](#) and [Hearts After Dark](#) party. Heroes & Hearts is a daytime gala, held on the field at AT&T Park, which sells the new heart art and honors heroes within the community with the Heroes & Hearts service award. The sixth annual Hearts After Dark fundraiser and party is held in the evening, where more than 1,000 guests enjoy live music and hors d'oeuvres and dance the night away on center field.

["The Heart of Our City" Video](#) – The General is The Heart of Our City and the only trauma center in San Francisco.

["The General's Response After Asiana" Video](#) – See how The General answered the call to save lives when tragedy struck at San Francisco International Airport.

About 'Hearts in San Francisco'

The city-wide public art project, 'Hearts in San Francisco' was introduced in 2004, featuring 130 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 and initiatives that provide quality care at San Francisco General Hospital and Trauma Center. Since then, more than 100 hearts have been created to benefit programs at The General.



"There's Gold Inside" by Randina Casenza

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.sghf.net.