

## Second Annual Heroes, Heart and Hope Gala Exceeds All Expectations

New York is a city that is notoriously hard on second acts. To engage its sophisticated populace, you need to consistently deliver products that are cutting edge, exciting and most importantly, successful.

By all these measures, the Second Annual Heroes, Heart and Hope Gala, held at the Waldorf=Astoria on June 18, was a smash hit. With the premiere of four all-new CAF athlete videos, produced by Emmy-winners Lisa Lax and Nancy Stern, a bevy of choice live and silent auction items – including a coveted slot for the Ironman Triathlon World Championships – and 480 attentive and generous New Yorkers in attendance, the gala event surpassed all expectations for income (more than \$830,000 was raised to benefit the physically challenged athletes supported by CAF), attendance and quality.



“Last year’s event was great, but this was a knockout,” said Virginia Tinley, CAF’s Executive Director. “The energy, passion and inspiration in the room were contagious, and we were so pleased at the great response we received from our New York-area supporters.”



Highlights of the evening included the four video vignettes featuring Scout Bassett, Jake Frank, Evan Morgan and April Coughlin; the fund-an-item segments, which raised \$100,000 for handcycles and \$90,500 for running legs; and, the Ironman slot auction, which raised an additional \$45,000.

CAF gratefully thanks our presenters: Tiffany McElroy, Co-Author, *CW 11 Morning News*; Curt Menefee, host of *Fox NFL Sunday*; Jack Essig, VP and Publisher of *Men’s Health*; and, Carlos Moleda, four-time Ironman Handcycle Division World Champion. CAF would also like to once again congratulate the HHH Honoree: David Moross, Founder, Chairman & CEO of Falconhead Capital and everyone else whose contributions made the evening such a success.

“We’re fired up to do this event again next year – but even bigger and better,” said Scott Stackman, Chairman of the HHH Event Committee. “The incredible feedback I’ve received from event attendees and the way we’re able see and touch the athletes that we’re helping makes it all worth it.”

Special thanks go to the Heroes, Heart and Hope Platinum and Gold Sponsors and the HHH Committee:

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Stay tuned for an upcoming announcement about the date of next year's HHH Gala. Trust us – you won't want to miss it.