

## POST MEDIA ADVISORY

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### ***The Spring Celebration Event*** ***to benefit*** ***Solving Kids' Cancer***

**New York, NY, May 13<sup>th</sup>, 2010** – The **Solving Kids' Cancer** first annual Spring Celebration Event was held on Wednesday, May 12th in the Powerhouse space at the American Museum of Natural History in New York City with a total of \$400,000 raised for the charity.

The event was hosted by Solving Kids' Cancer co-founders **John London** and **Scott Kennedy**, who were joined by guests including, **Fredrick Anderson, Nigel Barker, Liliana Cavendish, Janis Gardner Cecil, Gabby Karan De Felice, Diandra Douglas, Douglas Hannant, Marcia Gay Harden, Carolina Herrera, Russell James, Donna Karan, Nanette Lepore, Sonja T. Morgan, Kevin Navayne, Lyss Stern, Jill Stuart, Maria Helena Vianna, and Bonnie Young.**

Philanthropist & nightclub impresario **Amy Sacco** and comedian, actor **Seth Herzog**, of *Late Night with Jimmy Fallon*, served as co-auctioneers for the live auction which featured a unique opportunity to sponsor an innovative and first of its kind pediatric cancer therapeutic trial. The duo rallied the guests to raise the evening's goal of \$165,500 with the SKC board promising to match the money dollar for dollar in order to launch the trial.

The event also featured a silent auction with a painting by renowned artist **Brian Farrell** of his interpretation of Solving Kids' Cancer and their mission titled "Spring Flight" and a private art lesson in his NY Studio. **Variety Cruises** generously donated an 8-day cruise for two to Greece and Turkey.

**Alexander Dexter-Jones**, from the Dexter-Jones/Ronson musical dynasty, guest DJ'ed for the night. For the benefit's conclusion, attendees were treated to a special performance by three time Grammy award winning singer/songwriter **Shawn Colvin**.

The evening sponsors included Credit Suisse Prime Services and SuttonBrook Capital Management.

Solving Kids' Cancer was co-founded in 2007 by John London and Scott Kennedy after they both lost their children to neuroblastoma, a rare and deadly pediatric cancer. Their nonprofit organization is dedicated to identifying and managing the development of therapies to improve survivorship of the deadliest childhood cancers through an innovative and aggressively funded model. 100% of donations are used to fund therapeutic development to make survivorship possible for kids with childhood cancers. To learn more about the 501(c)(3) nonprofit organization and see their work please visit [solvingkidscancer.org](http://solvingkidscancer.org)

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**Images available at [PatrickMcMullan.com](http://PatrickMcMullan.com) or upon request**

**FOR ADDITIONAL INFORMATION PLEASE CONTACT**

**Deborah Hughes, Inc.**

**212 727 2220**

**[deb@deborahhughesinc.com](mailto:deb@deborahhughesinc.com)**