

Contact: Laura Schenone
(718) 651-7770, ext. 220 / (646) 734-6378
lauraschenone@childcenterny.org

FOR IMMEDIATE RELEASE

LEADING NYC CHILDREN'S AGENCY HONORS ROLE MODELS AND INNOVATORS
City Gala Brings Outer-Borough Children to Attention of Manhattan's Elite

New York, NY—April 18, 2012. After decades of dinner dances overlooking the Unisphere in Flushing Meadows Corona Park, The Child Center of NY—a 59-year old nonprofit agency serving 17,000 children primarily in Queens—held its first Manhattan gala. Hosted by NBC *Today Show* news anchor Natalie Morales, it was attended by more than 400 well-wishers and philanthropists. With a half million in gross revenues, it was also the agency's most financially successful event ever.

Relocating the annual event across the East River was a practical decision—a chance to reach new potential supporters. But it was also a statement.

“We want to make Manhattan's philanthropic community aware that most of the at-risk kids in NYC live in the outer boroughs, and we want it to be fashionable to support organizations like ours,” said Child Center President Richard Jay. “We work in some of the most impoverished and highest-risk neighborhoods like Jamaica, Far Rockaway and Elmhurst--places many people tend not to think about. We want to raise awareness that a New York City kid is a New York City kid, wherever they call home. There is tremendous opportunity for the generous and talented people in Manhattan to make a huge impact.”

Held at Gustavino's, a glamorous venue located beneath the landmark arcades of the 59th Street Bridge, the event honored three remarkable men who are role models to their communities.

Jack Bransfield, Jr. (President of Roslyn Savings Bank) and *Gregory Shufro* (Principal and Senior Managing Director at Shufro, Rose & Co., LLC) each received The Child Center's **2012 Impact Award** in recognition of their innovation in business and record of service to disadvantaged children. *James Pi* (Chairman of Victoria Cruises) received the inaugural **Generation One Award**, which honors a successful immigrant from Queens, who epitomizes the entrepreneurial and philanthropic spirit to which young people could aspire.

For entertainment, The South Ozone Step Team gave a joy-inspiring performance. These talented teen dancers are participants at one of The Child Center's after-school programs. The group competes in dance competitions throughout New York City and engages in community service.

About The Child Center of NY: The Child Center of NY's mission is to help at-risk children and youth succeed in life. Founded in 1953, it is a multiservice organization annually reaching 17,000 at-risk children from birth through young adulthood at 70 school and community locations. Its major program areas feature: early childhood education; individual and family counseling; child abuse prevention; and youth development. Located in the most ethnically diverse community on the globe, The Child Center's staff collectively speaks 35 languages, from Chinese and Korean, to Hindi, Gujarati, Tagalog and Creole. The agency's approach is founded on a passionate belief that all children deserve to grow up in safe, secure, loving homes so they can succeed in school and life.

###