

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION
marianne@hopeforheartsfoundation.org

NYC'S BEST TO GATHER AT HOPE FOR HEARTS BENEFIT TO TOAST A GOOD CAUSE

Charity teams with Cellar Angels for February 28 benefit wine mixer at Vinatta Project

NEW YORK, NY – Feb. 9, 2012 – The Eric De La Cruz Hope For Hearts Foundation has announced it will be hosting a heart-healthy “Raise A Glass” benefit wine mixer to raise money and awareness for those in need of heart transplants. The event will be held on Tuesday, February 28, 2012, from 6 to 9 pm at the magnificent Vinatta Project restaurant and bar in New York City’s Meatpacking District.

Attendees will enjoy a selection of wines generously provided by Cellar Angels, a private wine buying club that is launching its support of Hope For Hearts as one of its promoted charities. A delectable assortment of hors d’oeuvres, top-flight networking, and a silent auction will also be featured at the event, with all proceeds benefiting the Hope For Hearts Foundation, a non-profit organization founded by MSNBC TV journalist Veronica De La Cruz to provide resources, education, and funds to patients and their families struggling to meet the overwhelming costs of a heart transplant.

“We are thrilled to be observing February as National Heart Month with such a positive and social fund-raising event,” stated De La Cruz. “I know my brother Eric would be so proud to see people coming together to show their heart by supporting people who truly need help to get life-saving treatment.”

De La Cruz created the Foundation in memory of her brother, Eric De La Cruz, who died while waiting for a heart transplant that was delayed when he was shut out of the insurance system due to a pre-existing condition. The event will be the first of many annual fund-raisers planned to help further the non-profit’s mission of picking up where insurance companies too often leave off.

A tax-deductible \$50 donation per guest is requested for admission and attendees are encouraged to RSVP online at www.hopeforheartsfoundation.org/raise.html. Guests must be 21 years or older to attend this event. For more information on this unique social event, visit www.hopeforheartsfoundation.org/raise.html. Sponsorships and advertisements are also available and will receive special acknowledgement at the event, including individual introductions during the event and possible inclusion in event signage, literature, gift bags and website. The Foundation is also accepting donated silent auction items. Interested parties should email info@hopeforheartsfoundation.org.

About The Eric De La Cruz Hope For Hearts Foundation

On July 4, 2009, Eric De La Cruz ran out of time waiting for a life-saving heart transplant. Today, the Hope For Hearts Foundation provides financial assistance, educational resources, and advocacy for other heart transplant patients and their families as they face the daunting task of getting a second chance at life. More information about the Foundation is available at <http://www.hopeforheartsfoundation.org>.

About Hope For Hearts Founder Veronica De La Cruz

Veronica De La Cruz is an MSNBC anchor and one of the current hosts of NBC’s Early Today Show and MSNBC’s First Look. De La Cruz joined MSNBC’s dayside team in 2010. In addition to her role as an MSNBC anchor, Ms. De La Cruz is an active volunteer with groups promoting healthcare reform and founded the Hope For Hearts Foundation in 2010 after the passing of her brother, Eric. She also currently appears in two MSNBC PSA’s promoting heart health (see www.hopeforheartsfoundation.org/CookingPSA.html and www.hopeforheartsfoundation.org/ExercisePSA.html). Ms. De La Cruz’s full bio is available at http://www.msnbc.msn.com/id/42131556/ns/msnbc_tv-meet_the_faces_of_msnbc/.

About Cellar Angels

Based in Chicago, Cellar Angels is an online wine buying club that offers great wines at discounted prices while donating 10% of net proceeds to a carefully selected list of charities. Most wines offered by Cellar Angels are from family-run, boutique vineyards in the Napa and Sonoma areas of California, so quantities are limited. More information is available at <http://www.cellarangels.com>.