



Hedge Funds Care New York Junior Committee of Hearts Presents the Annual Fall Fête October 14TH from 6:30 PM to 9:30 PM

Benefit Cocktail Reception to be Hosted by CNBC's Rebecca Jarvis at the Racquet and Tennis Club in New York City

NEW YORK - September 21, 2009 – Hedge Funds Care, a global nonprofit organization dedicated to supporting efforts to prevent and treat child abuse, will hold the **New York Junior Committee of Hearts Annual Fall Fête** on Wednesday, October 14, 2009 from 6:30 PM to 9:30 PM at the Racquet and Tennis Club in New York City. CNBC Reporter Rebecca Jarvis will serve as master of ceremonies, and funds raised at the event will support New York area nonprofit organizations that focus on helping at-risk children and families.

"In the current economic downturn, there has been an increase in abuse and neglect cases," stated Amy Earle, co-chair of the New York Junior Committee of Hearts. "The vital work of Hedge Funds Care is more critical than ever before, and we encourage our fellow industry professionals to support the Annual Fall Fête by purchasing tickets, underwriting portions of the event, or making a donation to Hedge Funds Care."

The Hedge Funds Care New York Junior Committee of Hearts includes Jennifer Ancker, Nancy Axilrod, Ben Colman, Amy Earle, Mary Ferguson, Kara Friedenberg, Marne Gorman, Alissa Grad, Marina Greene, Jill Meleski, Erik Osberg, John Patin, Gillian Tullman, Ian Tracy, Keith Weiner and Dana Witkin.

Rebecca Jarvis is based at CNBC's global headquarters in Englewood Cliffs, NJ. Jarvis can be seen reporting live from the NASDAQ Market Site, the New York Stock Exchange, and the New York Mercantile Exchange. She contributes to MSNBC and NBC News programs, and anchors CNBC Marketwrap Updates for MSNBC, CNBC Asia and NBC Mobile. Jarvis also regularly guest anchors for the "Closing Bell," "CNBC Reports," "The Call," "Squawk on the Street," "Squawk Box," and "Power Lunch."

Hedge Funds Care events also offer an opportunity to connect and build relationships with like-minded peers in the alternative investment community. To purchase tickets or inquire about sponsorship, please visit www.HedgeFundsCare.org or contact Sarah Blaker at (212) 991-9600 Ext. 342.

About Hedge Funds Care – Preventing and Treating Child Abuse

Established in 1998, the principal mission of Hedge Funds Care is to support efforts to prevent and treat child abuse. Through its regional and international fundraising events, Hedge Funds Care generally grants the funds raised at each event within the local region to organizations selected and evaluated on the basis of their ability to address child abuse. Funds are raised through annual *Open Your Heart to the Children Benefits* and other events in Atlanta, Boston, Chicago and the Twin Cities, Denver, New York, San Francisco and Los Angeles, Cayman Islands, London, and Toronto and through personal donations. Money raised is distributed locally to community based nonprofit organizations. To learn more, please visit www.HedgeFundsCare.org

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PRESS RELEASE

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