

HFC to Honor Marathon Asset Management's Bruce Richards at 16th Annual New York "Open Your Heart to the Children Benefit"

Hedge Fund Industry's Premier Charity Gala to be held on March 6, 2014 at Cipriani 42nd Street

NEW YORK, NY - January 29, 2014 - In recognition of his extraordinary dedication to philanthropy, Marathon Asset Management's Bruce Richards will be presented with the *Award for Caring* during the *16th Annual New York Open Your Heart to the Children Benefit* on Thursday March 6, 2014 from 6pm-10pm at Cipriani 42nd Street in the heart of Manhattan. The gala, the largest gathering that [Hedge Funds Care/Help For Children](#) ("HFC") holds worldwide, will bring together 1,000 hedge fund executives to honor the work of industry luminary and active philanthropy participant, Bruce Richards, and to raise funds to help prevent and treat child abuse in New York, New Jersey and Connecticut.

Mr. Richards is a Managing Partner and CEO of the multi-billion global credit market focused hedge fund Marathon Asset Management. Marathon was founded by Bruce Richards in 1998 and is headquartered in New York City with offices in London and Singapore. Marathon manages over \$11 billion in capital and employs 130 professionals worldwide. His strong commitment to philanthropy is demonstrated by generous support of HFC, Safe at Home, Earth Day Network, UJA, the Birds Nest Foundation, the R Baby Foundation, and other essential non-profit organizations.

Dean Backer, President of HFC and Global Head of Sales and Capital Introduction in the Global Securities Services business at Goldman Sachs, said "I am personally thrilled that one of our preeminent hedge fund leaders would accept the HFC *Award for Caring*. Bruce Richards and Marathon Asset Management have been significant supporters of HFC and are very deserving of this honor."

The Co-chairs for this year's gala are Gerry Polizzi, Managing Director and Senior Prime Brokerage Relationship Manager for UBS Prime Services, and Dylan Curley, Managing Director and Head of Business Development, Hedge Funds America, at J.P. Morgan, both expressed delight that Bruce Richards has agreed to be honored and to accept the HFC *Award for Caring*.

Kathryn Conroy, CEO of HFC, added, "When someone of Bruce Richard's stature steps forward to aid in the prevention and treatment of child abuse then all vulnerable children benefit."

Richards added, "Hedge Funds Care is an amazing organization, working to protect the welfare of our most precious gift, children. I am honored to contribute to the essential work Hedge Fund Care does to help prevent child abuse."

The gala will unite executives from across the hedge fund industry, including representatives from SAC Capital Advisors, Two Sigma Investments, Pershing Square Capital Management, and many more. This special evening will feature cocktails, hors d'oeuvres, networking, a silent auction, and live entertainment by Hank Lane Music. A limited number of individual tickets, sponsorship packages, and program journal ads are still available. For inquiries please contact Valerie Giannuzzi at vgiannuzzi@hfc.org.

About Help For Children

Help For Children ("HFC"), also known as Hedge Funds Care, is an international charity dedicated to funding programs focused on preventing and treating child abuse. Since its inception in 1998, HFC has awarded over 1,000 grants totaling more than \$37 million. HFC is the only grant making public charity that focuses exclusively on funding this cause. Funds for HFC are raised through events in more than 11 cities in the US, the UK, Canada, and Cayman Islands, and granted to community organizations addressing this issue. HFC has occasionally singled out prominent individuals for their outstanding charitable support. Event honorees have included Michael Vranos, CEO of Ellington Management, Kenneth Tropin, Chairman of Graham Capital Management, Michael Novogratz, President of Fortress Investment Group, and former New York Yankees Manager Joe Torre. Previous *Founders Award* recipients include Lee Daniels, director of "Precious" and Sen. Scott Brown, author of "Against All Odds", his own gripping biography of abuse.

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