

## San Francisco 49ers Team Up With Hedge Fund Industry to Prevent Child Abuse

*NFL Team's Coaches, Players and Cheerleaders to Attend 11<sup>th</sup> Annual  
Hedge Funds Care San Francisco "Open Your Heart to the Children" Benefit*

NEW YORK – April 4, 2012 – The San Francisco 49ers' players, coaches, alumni, cheerleaders and team co-chairman John York will make a special appearance at the 11<sup>th</sup> Annual San Francisco "Open Your Heart to the Children" Benefit organized by Hedge Funds Care and the San Francisco 49ers Foundation. The theme of the event is "A Time for Heroes" in recognition of the outstanding football team and its foundation's efforts to support child abuse prevention and treatment programs in the San Francisco Bay Area.

The event will be held on April 18<sup>th</sup> at 4:30pm PST at The Bentley Reserve (301 Battery Street San Francisco, CA). More than 400 hedge fund managers and investors are expected to attend the event which will feature cocktails, dinner, dessert, a silent auction, raffle and a wine-tasting with participation from more than 10 local wineries.

"This event gives the California hedge fund industry an unequalled opportunity to demonstrate its commitment to ending child abuse," said event co-chair Elisabeth MacKnight, a Director of Business Development at Conifer, a San Francisco company that provides middle and back office support to hedge funds. Last year's event raised \$755,000 in contributions from more than 450 attendees.

Co-chair Peter Lardner, a Managing Director of Prime Brokerage Services at Goldman Sachs in San Francisco, praised the on-going support by the 49ers and its foundation. "This is the eleventh year that Hedge Funds Care and the 49ers have been in partnership to raise funds for this important cause," said Mr. Lardner. "They have been with us from the beginning," he added.

A limited number of tickets and sponsorships are still available. For more information, please [click here](#).

### **About Hedge Funds Care**

Hedge Funds Care ([HedgeFundsCare.org](http://HedgeFundsCare.org)) is an international charity dedicated to funding programs focused on preventing and treating child abuse. Since its inception in 1998, Hedge Funds Care has awarded over 820 grants totaling \$29 million. Hedge Funds Care is the only grant making public charity that focuses exclusively on funding this cause. Funds for Hedge Funds Care are also 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.

### **About The San Francisco 49ers Foundation**

The San Francisco 49ers Foundation ([49ersfoundation.org](http://49ersfoundation.org)) is the non-profit community funding extension of the San Francisco 49ers. Now in its 20th year, the 49ers Foundation supports development programs for underserved youth that keep them "Safe, On Track, and In School". The San Francisco 49ers are promoting RESPECT for schools and community by donating a significant portion of the foundation's funding toward family violence prevention programs and activities that teach youth leadership and respect. Since 1992, the Foundation has donated over \$16 million to support non-profits, including \$2.4 million in 2011.

###

### **Hedge Funds Care – Media**

Mitch Ackles  
Hedge Fund PR  
305-444-9868  
[Mitch@HedgeFundPR.net](mailto:Mitch@HedgeFundPR.net)

### **49ers – Media**

Talia Malik  
49ers PR  
408-986-4891  
[Talia.Malik@niners.nfl.net](mailto:Talia.Malik@niners.nfl.net)

### **Hedge Funds Care – West Coast Events**

Dan Butchko  
Hedge Funds Care  
212-991-9600 ext. 336  
[DButchko@HedgeFundsCare.org](mailto:DButchko@HedgeFundsCare.org)