

WordHampton

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MEDIA ALERT & SAVE THE DATE

WHAT: 2012 Long Island Hospitality Ball (www.longislandhospitalityball.org)
WHEN: Monday, June 18, 2012 at 7:00 p.m. – 11:00 p.m.
WHERE: Crest Hollow Country Club, Woodbury, New York 11797

LONG ISLAND HOSPITALITY BALL ON JUNE 18, 2012 TO BENEFIT AMERICAN CANCER SOCIETY

*Night of Sensory Delights Presented By Who's Who in Hospitality

*Industry Veteran Keith Hart at Heart of Proceedings

*2012 Guests of Honor: Tony Greco, Steve Haweeli and Larry Romer

(Long Island, NY . . . January 2012) The 2012 Long Island Hospitality Ball (www.longislandhospitalityball.org), to raise funds for the American Cancer Society (www.cancer.org), will be held on Monday, June 18, 2012 at the Crest Hollow Country Club in Woodbury, NY.

The gala was created and organized by **Keith Hart**, a hospitality industry mainstay and cancer survivor, to raise funds for charity by showcasing offerings from the region's top restaurants, wine and spirit brands, nightclubs and entertainers as well as hotels and catering halls.

Newsday's Jim Bernstein and Erica Marcus called the 2011 inaugural event "one of the largest fundraising events in years to raise money to battle cancer" and "a food-industry showcase." The night of sensory delights – light, sound, food and drink – raised more than \$170,000, was enjoyed by 1500 guests, and made possible by more than 150 industry sponsors.

Continuing at the heart of the affair in 2012 is Keith Hart, who is best known for his eponymous marketing agency on New York's nightlife and entertainment scene. Hart's private battle with thyroid cancer, now in remission, inspired him to go public with his mission, and rally the industry to join the fight against cancer, through an extraordinary evening of dining, dancing and donating.

In the spirit of generosity, three industry peers will be honored in 2012 for their achievements:

***Anthony "Tony" Greco**, a 40-year hospitality industry veteran and owner of York Grill in Manhattan who is best known for directing operations of premier nightspots in New York City and Long Island including Uncle Sam's and "Malibu" Beach Club. He is also a founding member of the Long Island Hospitality Ball's 1980s forerunner, the Bartenders' Ball, serving for several years as chairman.

***Steve Haweeli**, founder and president of WordHampton Public Relations, the region's number one hospitality PR firm, in addition to being known for strategic counseling, media expertise and as an early adopter of social media to build brand reputations, is responsible for the creation of Long Island Restaurant Week, Hamptons Restaurant Week and Long Island Restaurant News.

***Larry Romer**, a 30-year veteran of the beverage industry, since 2004 has overseen the spirits business for Southern Wine & Spirits of New York and for many years held senior roles with Jim Beam (Future Brands), The Coca-Cola Bottling Company and the Paddington Corporation. Coming full circle with this award, Romer was a sponsor of the fundraiser's forerunner, the Bartenders' Ball, in the 1980s.

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The Long Island Hospitality Ball, reflecting the breadth and depth of the region's now mature hospitality business, was modeled on the Bartenders' Ball, an annual fundraiser, originating in 1978, that spread to Long Island and other major markets from Washington D.C., to aid local charities and honor industry leaders.

Tickets are \$100 per person and include event entry, parking, entertainment, and, unlimited food and drink from 7:00 p.m. to 11:00 p.m. Gold Level sponsorship is \$1500 and includes eight-event-tickets and a Gold Journal Page. Silver Level sponsorship is \$1000 and includes four-event-tickets and a Silver Journal Page.

Opportunities for industry sponsorship and participation are also available.

CONTACTS

For **ticket or donation information**, contact:

Daria Carioscia, American Cancer Society, (631) 300-3461, daria.carioscia@cancer.org or visit http://main.acsevents.org/site/TR/Gala/GalaFY10Eastern?sid=36469&type=fr_informational&pg=informational&fr_id=34859

For **hospitality industry sponsorship or participation**, contact:

Keith Hart, The Hart Agency, (631) 752-1053, Keith@hartagencyny.com

For **media relations**, contact:

Suzee Foster, WordHampton Public Relations, (631) 329-0050, suzee@wordhampton.com.

THE LONG ISLAND HOSPITALITY BALL (www.longislandhospitalityball.org) is a night of sensory delights – light, sound, food and drink – to raise funds for the American Cancer Society. It is presented by hospitality headliners from across the region including top restaurants, wine and spirit brands, nightclubs and entertainers as well as hotels and catering halls. It was founded in 2011 by Keith Hart, a hospitality industry mainstay and cancer survivor, whose private battle with thyroid cancer, now in remission, inspired him to go public with his mission, and rally the industry to join the fight against cancer through an extraordinary evening of dining, dancing and donating. **The 2012 Long Island Hospitality Ball will be held on Monday, June 18, 2012 at the Crest Hollow Country Club in Woodbury, NY.**

THE AMERICAN CANCER SOCIETY (www.cancer.org) combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing about \$3.6 billion, we turn what we know about cancer into what we do. As a result, more than 12 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. In 2011, the Long Island office of the American Cancer Society reached 6,921 newly diagnosed cancer patients and caregivers; gave almost 6,000 rides to and from treatment appointments; gave over 500 free wigs and gift certificates to women to purchase a wig; matched over 600 women with volunteer survivors in the Reach to Recovery program; gave over 1,000 cancer patients on-site patient navigation by a trained volunteer/staff member; gave over 800 ladies a Look Good...Feel Better cosmetic treatment; gave over 1,200 Personal Health Manager Kits to newly diagnosed individuals; gave 147 kids with cancer and their siblings, ages 6-18, the chance to attend Camp Adventure on Shelter Island; since opening in 2007 gave over 7,000 patients and caregivers from 46 states and 27 countries, including patients from Long Island, free temporary housing at Hope Lodge NYC while receiving cancer treatment. For more information on programs and events on Long Island or how to get involved call 1-800-227-2345 or visit www.cancer.org.