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ST. JAMES MERCY FOUNDATION

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**FOR IMMEDIATE RELEASE**

## **St. James Mercy Foundation Gearing Up for 3<sup>rd</sup> Annual “Diamonds & Denim” Event**

**August 28, 2012...Hornell, NY...**All are welcome to attend St. James Mercy Foundation’s 3rd annual “Diamonds & Denim” charity event on Saturday, October 6 at Hornell Golf Club, from 7:00 pm – midnight. This casual evening features tapas dining, live music by *Future’s Past*, dancing, charity raffle, and a chance to win a diamond ring, courtesy of McHenry Jewelers. All proceeds from the evening benefit St. James Mercy Foundation.

“Last year’s Diamonds & Denim event was very successful,” said event co-chair and Foundation Board member Lisa Schwartz. “Over 100 people attended, and we raised over \$26,000 for the Hospital. We are expecting even greater results this year.”

This year features Hornell’s favorite classic rock band, *Future’s Past*, starting at 9:00 pm. “This band specializes in classic rock ‘n roll and will provide a great party atmosphere,” said Ms. Schwartz. “The menu includes tapas dining stations featuring hors d’oeuvres, including top round of beef, pasta dishes and desserts...and you really can wear your denim!”

In addition to the drawing for the diamond ring, the night includes a charity raffle featuring gift certificates and products from area merchants. “This will add a fun and exciting element to the evening and help raise more dollars for the hospital,” said event co-chair and Foundation Board member Kathy Dessena.

Diamonds & Denim has become a local tradition, according to Sylvia Bryant, Foundation Executive Director. “Already we have strong community support, including McHenry’s Jewelers, who is providing the diamond cocktail ring valued at \$2,500 and major sponsors Steuben Trust Company, The Exigence Group, Harris Beach PLLC, and The Bonadio Group. Combined, this support will ultimately benefit the patients, residents and clients who come to St. James Mercy for care.”

Tickets to Diamonds & Denim starting at 7:00 pm are \$75 per person for the full event and are available at St. James Mercy Foundation office (411 Canisteo St., Hornell) and Hornell Golf Club (473 Seneca Road), by calling 607-324-8240, or contacting [lgardner@sjmh.org](mailto:lgardner@sjmh.org). Those wishing only to attend the live music starting at 9:00 pm pay a \$5 cover charge. All proceeds benefit St. James Mercy Foundation to fund Hospital equipment and program needs. For more information visit [www.stjamesmercy.org/foundation-ball](http://www.stjamesmercy.org/foundation-ball).

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