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FOR IMMEDIATE RELEASE

“Diamonds & Denim” Charity Event Raises \$30,000 for St. James Mercy Foundation

October 12, 2012...Hornell, NY...The 3rd annual “Diamonds & Denim” charity event to benefit St. James Mercy Foundation was held Saturday, October 6, at the Hornell Golf Club, and raised \$30,000. More than 100 guests gathered for an evening of casual dining and dancing to the music of “Future’s Past”. A silent charity auction, coordinated by event co-chairs and Foundation board members Lisa Schwartz and Kathy Dessena, featured goods and services donated by 60 local merchants.

According to Sylvia Bryant, Foundation Executive Director, “Diamonds & Denim” has become a local fundraising tradition. “Now in its third year, ‘Diamonds & Denim’ offers a fun evening out to benefit a great cause. Proceeds raised on October 6 will provide direct support to St. James Mercy Hospital.

The highlight of the evening was a drawing for a three-quarter carat diamond cocktail ring, crafted by McHenry’s Jewelers and won by SJMH employee Sue Chapman.

“Local businesses and individuals were so generous in support of the Foundation,” said Schwartz. “Their donations of goods and services made the silent auction a great success, raising nearly \$5,000 that night. We are especially grateful to John and Julie McHenry for their support in making the diamond ring raffle the showpiece of our event.”

“Our sponsors and donors are at the heart of the event with many community businesses offering cash, goods and services,” said Dessena. Major event sponsors included Bonadio Group, Exigence, Harris Beach, Hornell IDA, Independence Administrators, Lang Agency, Larry’s Latrines, Maple City Discount Liquor, Dr. Irvin Oh, Procair, Simmons-Rockwell Ford, SJMH Medical Staff, Steuben Trust Co., Dr. Bradley Truax, and Universal Health Network. Among the many contributors of gifts and services were Accelerated Events, Ted Adornato, Covered Wagon Tours,

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Davis Vision, Equinox Broadcasting, Doug's Flower Shop, Hornell Area YMCA, Hornell Partners for Growth, McHenry's Jewelers, Scott Slattery Photography, and Sodexo. "We also thank Hornell Golf Club and John Carbone for providing a wonderful venue and fabulous food," said Dessena. A complete list of sponsors is posted online (www.stjamesmercy.org/foundation-ball.shtml).

The evening included music by rock 'n roll band Future's Past. "It was a fun party atmosphere, guests and volunteers had a great time, and most importantly, we raised significant funds that will help support local, quality healthcare," said Bryant. "We thank everyone who attended, volunteered and contributed to this successful evening."

For more information contact St. James Mercy Foundation at 607-324-8240 or visit stjamesmercy.org.

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John (left) and Julie McHenry (right) of McHenry's Jewelers in Canisteo present the diamond cocktail ring to winner and SJMH employee, Sue Chapman (center).

