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***FOR IMMEDIATE RELEASE***

## **“Diamonds & Denim” Charity Event Raises Over \$26,000 for St. James Mercy Foundation**

**October 20, 2011...Hornell, NY...**The 2<sup>nd</sup> annual “Diamonds & Denim” charity event to benefit St. James Mercy Foundation was held Saturday, October 8, at the Hornell Golf Club, and raised over \$26,000. More than 100 guests gathered for an evening of causal dining and dancing to the music of Nik Lite. A silent charity auction, brought together by event co-chairs and Foundation board members Beverly Gilbert and Lisa Schwartz, featured goods and services donated by 60 local merchants.

According to Sylvia Bryant, Foundation Executive Director, “Diamonds & Denim” has become a new local tradition. “Now in its second year, ‘Diamonds & Denim’ offers a fun evening out with friends for a good cause. Proceeds raised at the event provide direct support to St. James Mercy Hospital for equipment purchases including digital mammography, physical therapy, cardiac rehabilitation, adult day programs, and other vital services.

The highlight of the evening was a drawing for a pair of one carat blue diamond earrings, provided by McHenry Jewelers and won by Jeff Cornish.

“Local businesses and individuals were so generous in support of the Foundation,” said Gilbert. “Their donations of cash and goods and services made the silent auction a great success, raising more than \$3,500. We are especially grateful to McHenry Jewelers for their support in making the diamond raffle the centerpiece of our event.”

“Our sponsors and donors are at the heart of the event,” said Bryant. Event sponsors included Excellus, Exigence, Guthrie Healthcare System, Harris Beach, Larry’s Latrines, Onics Direct, Procair, Simmons Rockwell Ford, St. James Mercy Medical Staff, Steuben Trust Company, The Bonadio Group, Dr. Bradley Truax, and Universal Health Network. Among the many contributors of gifts and services were Ted Adornato, Covered Wagon Tours, Doug’s Flower Shop, Hornell

***More...more...more***

Golf Club, Hornell Partners for Growth, McHenry Jewelers, Sodexo, and Hornell Area Family YMCA. A complete list of sponsors can be found at [www.stjamesmercy.org/foundation-ball.shtml](http://www.stjamesmercy.org/foundation-ball.shtml).

The evening also included tapas dining provided by John Carbone and Cynthia's Cookies, and music by rock 'n roll band Nik Lite. "It was a fun party atmosphere and we thank Hornell Golf Club for providing the perfect venue," said event co-chair and Foundation Board member Lisa Marino-Schwartz. "Guests and volunteers had a great time, and most importantly, we raised a lot of money for the Hospital."

The next "Diamonds & Denim" is scheduled for October 6, 2012 at Hornell Golf Club. For more as it becomes available information contact St. James Mercy Foundation (607-324-8240; email [lgardner@simh.org](mailto:lgardner@simh.org)), or visit [stjamesmercy.org](http://stjamesmercy.org).

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*John McHenry (left) of McHenry Jewelers presents the one-carat blue diamond earrings to winner Jeff Cornish.*

