



May 11, 2011

## **Celebrities Help MJHS “Reach for the Stars”**

*Star-studded Evening Benefits Campaign to Build Hospice Residence*

### **FOR IMMEDIATE RELEASE**

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NEW YORK—With the help of famous friends, MJHS Foundation hosts its first annual Reaching for the Stars benefit Thursday, May 12, 2011 at 6:00 p.m. in Manhattan’s Andaz Hotel. The event will raise funds to support the Sixteen Lights Campaign to build New York’s most innovative hospice residence.

The event launches a five-year effort to fund the Howard “Kvetch” Shapiro wing at the new MJHS Hospice inpatient residence. The facility will not just treat adults with advanced illnesses; it will be the first inpatient unit in New York City to treat children.

The evening will include an exhibit of celebrity memorabilia collected by the late Howard “Kvetch” Shapiro, HIV/AIDS activist and columnist. Shapiro will be honored posthumously. Cocktails and other refreshments will be served.

Celebrity co-chairs for the event are:

- Edward Albee, Tony- and Pulitzer Prize-winning playwright
- Marvin Hamlisch, Emmy-, Grammy-, Oscar-, Tony- and Pulitzer Prize-winning composer
- Elliot Gould, Academy Award-nominated star of films ranging from *MASH* to *Ocean’s Eleven*
- Florence Henderson, singer and actress known to millions for playing Carol Brady on TV’s *The Brady Bunch*
- Neil Sedaka, legendary singer and Grammy-winning songwriter

DATE: Thursday, May 12, 2011  
EVENT TIME: 6:00-8:00 p.m.  
PLACE: Andaz Hotel  
75 Wall Street  
New York, NY 10005

NOTE: Barbara Hiney, Executive Vice President of MJHS Hospice and Palliative Care, and General Co-chair Leslie Greenberg, sister of Howard “Kvetch” Shapiro, will be available for press questions.

**About MJHS**

MJHS is a charitable not-for-profit organization with more than a century of providing quality, compassionate and innovative health services to New Yorkers of all ages, ethnic, religious and economic backgrounds. MJHS is uniquely positioned to provide the right level of care when and where it is most needed—so the majority of its care recipients are able to continue living at home and we can help reduce hospital readmissions. The MJHS robust portfolio includes: home care, hospice, palliative care, centers for rehabilitation and nursing care, health plans, independent living and adult day health care. For more information, visit [www.mjhs.org](http://www.mjhs.org) or call 1-855-692-5058.

**About MJHS Foundation**

MJHS Foundation provides financial assistance for the charitable health care efforts of MJHS and its affiliated agencies. Consistent with our heritage, MJHS Foundation is dedicated to promoting and allocating the funds necessary for the provision of charitable care. Costs for the extraordinary services offered by MJHS are offset in part by grants from the MJHS Foundation, which relies on the support of generous donors like you. To learn more, visit [www.mjhsfoundation.org](http://www.mjhsfoundation.org).

**About Sixteen Lights**

Sixteen Lights is the Campaign to Build New York's Most Innovative Hospice Residences. A 16 suite hospice inpatient residence will be located on the ocean in Manhattan Beach—this pioneering hospice will care for adults with advanced illness and be the first in New York City to treat children. In the heart of the Bronx, another unique hospice residence with 16 suites will have sweeping views of the city. Both new MJHS Hospice residences will be a home-like setting and provide for patients both physically and psychologically. At each it will be possible for families to stay with their loved ones comfortably and for as long as wished—a truly wonderful and compassionate gift. As an oasis of comfort and support to people of all cultures and ages, Sixteen Lights is truly in keeping with the vision of the Four Brooklyn Ladies—pioneering women who founded what today is known as MJHS.

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