



MEDIA RELEASE
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‘New York New York’ Theme for the 2014 Bethesda Foundation Charity Ball

Bethesda Hospital in Claremont will be launching their philanthropic arm, the Bethesda Foundation, at a spectacular social event on the evening of Saturday 18 October 2014 at the Hyatt Regency. The event will be their inaugural Foundation Charity Ball during a year that celebrates the 70th year of caring for the West Australian community.

The Hospital has secured well-known singer Mike DelGuidice and Billy Joel’s Band direct from New York to perform exclusively for this not-to-be-missed event. These world-class performers are taking time out from sell-out performances at Madison Square Gardens (with Billy’s blessing) to support the Foundation’s event.

The Foundation is aiming to raise funds to improve patient care, provide equipment for improved patient comfort and improve clinical education and establish research at Bethesda Hospital. The Foundation also supports projects that aim to ‘give back’ to the community locally and overseas, particularly in the area of palliative and end-of-life care.

In addition to the outstanding entertainment, guests will be treated to Howard Park premium wines matched to a menu created exclusively for the evening by executive chef at the Hyatt Regency, Mark Sainsbury.

On-line and live auction items will feature in the lead up to and during the evening. Donated items include a signed harmonica donated by Billy Joel, Etihad Business Class airfares to Paris, premium accommodation at both Hyatt Regency in Perth and Paris, other signed musical memorabilia (such as a guitar signed by legendary band INXS) and one-of-kind jewelry pieces from Perth and New York.

The inaugural Patrons Group of the Bethesda Foundation have all individually had success as business people and philanthropists - Rhonda Wyllie (Chair) Maryanne Bell, and New York-based celebrity photographer Russell James. All have a strong connection with Bethesda Hospital as well as personal experiences that have drawn them to give back to the community.

‘Having such a high-profile and well-established Patrons Group, who are well known in the business and charity sphere, the Bethesda Foundation will get off to a flying start following the evening. There have been significant donations from many in the business community which have allowed us to run such an exclusive event – we would not have been able to do this without this support’, said Yasmin Naglazas, Bethesda Hospital CEO.

Bethesda Foundation Chairman, Dr Neale Fong said that ‘showcasing the Foundation at this event is another exciting chapter in Bethesda Hospital’s history. The work of the Foundation allows us to do more and contribute back to the community’.

Along with regular tickets for the ball, there are exclusive VIP package available for a select few to attend private cocktail function on the evening prior to the Bethesda Foundation Charity Ball to meet the band, dress circle seating at the ball and a souvenir program, signed by all members of Billy Joel’s band. The VIP packages include a tax deductible donation to the Foundation.

Tickets and additional information about the Bethesda Foundation Charity Ball are available at www.bethesda.asn.au

All queries, including information about VIP packages can be directed to Jo Braga on (08) 9340 6396 or jbraga@bethesda.asn.au

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Media Enquiries:

Naomi Quinlivan
0408 598 977
nquinlivan@bethesda.asn.au