



NYU Child Study Center

NYU LANGONE MEDICAL CENTER

bloomingdale's

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PRESS RELEASE

NYU CHILD STUDY CENTER TEAMS UP WITH BLOOMINGDALE'S FOR FIFTH YEAR TO RAISE OVER \$100,000 AT SPRING/SUMMER FASHION BENEFIT

Proceeds Will Support the Child Study Center's Research in Neuroimaging

New York, April 16, 2009 – Philanthropists and charitable shoppers turned out for the fifth annual spring and summer fashion show and luncheon at Bloomingdale's to raise over \$100,000 to support the NYU Child Study Center's work in child and adolescent mental health.

Bloomingdale's Chairman & CEO **Michael Gould** hosted the charity event with luncheon co-Chairs **Christine Mack, Katerina Alevizaki-Dracopoulos, and Jennifer Creel**, and 130 people attended. The event featured spring and summer designs by Marc Jacobs, Diane Von Furstenberg, Giorgio Armani, Ralph Lauren, to name a few.

“For the fifth year, we are so grateful and thrilled to have the support of Bloomingdale's as we make critical strides in neuroimaging. This work is on the verge of providing ‘Brain Function Growth Charts’ that will be as transformational for child and adolescent mental health specialists as height and weight growth charts have been for pediatricians,” said Harold S. Koplewicz, M.D, Founder and Director of the NYU Child Study Center. “We continue to work to improve awareness and treatment for the 15 million children and teenagers with psychiatric and learning disorders.”

Attendees at the luncheon included **Lorraine Bracco, Deborah Norville, Princess Alexandra of Greece, Princess Firyal of Jordan, Gigi Mortimer, Meryll Tisch, Jane Buffett, Holly Peterson, Laura Blankfein, Dr. Gail Saltz, Fiona Howe Rudin, Stacey Bronfman, Brooke Garber Neidich**, the NYU Child Study Center's Founding Chair, and board members **Marcia Mishaan, Lisa Pevaroff-Cohn, and Claude Wasserstein**.

Thanks to the generosity of Bloomingdale's, 100% of all funds raised at the luncheon will go directly to services at the NYU Child Study Center. In addition, the flagship store on 59th Street

donated 10% of sales through its personal shopping service to the Center, as well as 100% of proceeds from a raffle for luxurious prizes.

About the NYU Child Study Center

New York University Child Study Center is the nation's leading organization for research, prevention and treatment of child and adolescent psychiatric and learning disorders. Through science-based clinical care, cutting-edge research, expert professional training, and extensive public education, the Center strives to generate new knowledge about child mental health, improve the practices of healthcare professionals who serve children, and influence child-related public health policy. Most importantly, the Center provides hope, help and care to children and their families who suffer from these disorders.

The NYU Child Study Center is committed to giving children back their childhood. To learn more, visit AboutOurKids.org.

About Bloomingdale's

Bloomingdale's is America's only nationwide, full-line, upscale department store; and a division of Macy's, Inc. It was founded in 1872 and currently operates 40 stores in New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Minnesota, Georgia, Florida, Nevada and California. For more information, or to shop any time, visit www.bloomingdales.com.

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