



NEW YORK UNIVERSITY
CHILD STUDY CENTER



bloomingdale's

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NYU CHILD STUDY CENTER TEAMS UP WITH BLOOMINGDALE'S
FOR SPRING FASHION BENEFIT

Event raised over \$85,000 for Child and Teen Mental Health

NEW YORK, April 11, 2008 – A record number of philanthropists and charitable shoppers turned out for an exclusive spring fashion presentation and luncheon at Bloomingdale's to preview the latest style trends and 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 **Chris Mack, Marcia Mishaan** and **Claude Wasserstein**. The event, which featured special guest designers **Bryan Bradley** and **Lisa Perry**, has raised over \$85,000 to date with 140 guests in attendance.

"We are thrilled to have Bloomingdale's support as we work to improve awareness and care for children's mental health and to benefit the 15 million children and teenagers struggling with psychiatric and learning disorders," said Harold S. Koplewicz, M.D, Director of the NYU Child Study Center. "We thank all who shared their time and energy to make this event a success."

Attendees at the luncheon included: **Nicole Miller; Liz Lange; Fiona Rudin; HRH Princess Alexandra of Greece; Christiane Celle; Ros L'Esperance; Dina Chartouni; Dorothea Bon Jovi; Harold S. Koplewicz**, Founder and Director of the NYU CSC and board members including: **Lisa Pevaroff-Cohn; Alice Tisch; Ann Tenenbaum; Ellen Taubman; Jill Smith; Elizabeth Cogan Fascitelli** and **Brooke Garber Neidich**, Founding Board Chair.

The luncheon was generously underwritten by Bloomingdale's. The department store also donated 10% of the day's sales from the Designer Collection purchases and 100% of proceeds from a raffle for luxurious prizes to the NYU Child Study Center.

Thanks to the generosity of Bloomingdale's, 100% of all funds raised will go directly to services at the Center.

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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