



February 4, 2015

To Whom It May Concern:

The Samaritans of New York, NYC's only community-based organization devoted to preventing suicide and saving lives, is seeking tax-deductible silent auction donations for our **March 24, 2015 Midtown Mardi Gras Benefit** to support our free 24-hour crisis response services to New Yorkers in need.

This celebratory event with positive messaging and a life-affirming theme, will be held at the landmark **Inside St. Barts** and hosted by Wes Puryear, **JPMorgan** Executive Director (who is also President of Samaritans Board) and will be attended primarily by his clients and fellow JPMorgan staff members.

To contribute to this event, please use the Auction Donation Form at www.samaritansnyc.org/events

About Samaritans

Samaritans operates NYC's only 24-hour suicide hotline, staffed by 120 volunteers who donated their time to respond to over 82,000 calls from people in crisis last year. Our *survivor support groups* provided solace to hundreds of individuals who lost a loved one to suicide and our public education program taught over 2,000 students, teachers and health professionals how to help people in distress, depressed, experiencing trauma or self-destructive behavior. With 25% more suicides than homicides in NYC, Samaritans work is very important. Go to: www.samaritansnyc.org to learn more.

Event Details

Over 200 guests are expected, many of them our friends from the nearby JPMorgan Chase headquarters, ongoing supporters of our work as well as members of the community. It will be an evening of fun and good food with stilt walkers, magicians, a jazz band, special Given Tequila cocktails, an open bar and features a silent auction of New York nightlife, artwork and entertainment.

Silent Auction Benefits

All silent auction donation items will be listed in the evening's program and on the Silent Auction Preview Sheet on the benefit webpage. Items with a fair market value of \$500 or more will be listed on the page with a hyperlink to the donor's business webpage. Anonymous donations are also welcome.

The *Midtown Mardi Gras* benefit follows other successful Samaritans events including a fundraiser at the W Hotel Downtown sponsored by *Essence Magazine* featuring celebrity host Steve Buscemi (from *Boardwalk Empire*). Samaritans also participated a couple of Cantor Fitzgerald's 9/11 Charity Day where Grammy Award winner Bill Withers (*Lean On Me*) served as Samaritans' Celebrity Ambassador.

Event Guests

Event guests will be comprised of professionals working in New York's top corporations, non-profits and more with the majority coming from JP Morgan headquarters. Guests will also include supporters of the Samaritans and their friends in the technology, retail, medical, financial and creative fields.

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