

VOLUNTEERING & FUNDRAISING

Noche de Gala- Sneak Peek for October!

PREVIEW FOR OCTOBER: Sebastian Ferrero Foundation to Host 2nd Annual Fundraiser, Noche de Gala

--Special live performances by Broadway 'Phantom of the Opera' Sensation, Ted Keegan, UF's P.K. Younge D.R.S.'s Award Winning Vocal Ensemble, Paso Fino Horse Shows, Exquisite Dining, Silent Auction and much more!



Noche de Gala 2009 promises to be an elegant and fun-filled evening benefiting the Sebastian Ferrero Foundation. The charitable event is scheduled for October 3, from 7 p.m. to midnight, at the spectacular 642-acre Besilu Collection in Micanopy, generously hosted by owners Benjamin and Silvia Leon, Jr. The theme is a Venetian masquerade ball and will feature extravagant live performances by Italian Opera singers along with Broadway sensation, Ted Keegan, who has played the lead role in the Broadway production, "The Phantom of the Opera", a live

band and dancers, Paso Fino champions horse shows, cigar rolling and exquisite dining.

The event, which is black tie with masks encouraged, will also feature a silent auction and exquisite dining by Dean Cacciatore. Keith Watson of Keith Watson Productions is the event producer and has been in charge of all preparations.

Last year's inaugural, sold-out Noche de Gala event generated close to \$1 million in sponsorships, ticket sales, silent auction, pledges, in-kind donations, and the founders, Horst and Luisa Ferrero's dollar for dollar match moving the Foundation a major step closer to reaching its mission: to advocate and fundraise for a state-of-the-art, full-service, children's hospital in Gainesville, Florida while promoting excellence in patient safety and insuring that all families are treated with compassion, courtesy and dignity.



"To maximize the impact of all contributions raised through this year's Gala, Luisa

and I have decided to continue our match program, matching dollar for dollar, up to \$1 million dollars," said Founder Horst Ferrero. "The match program is allowing us to dedicate 100% of every dollar donated to support the Foundation's mission. Our match dollars are paying for the fundraising efforts, such as Noche de Gala, patient safety initiatives, educational programs and all administrative expenses." The foundation expects to have at least 1,000 guests at this year's event. For sponsorships, ticket sales and more information, visit www.NocheDeGala.org

About the Sebastian Ferrero Foundation

The Sebastian Ferrero Foundation was created by Horst and Luisa Ferrero in November 2007 to honor the memory of their happy and healthy three-year-old son, Sebastian, who died in October 2007 as a result of a series of preventable medical errors in Gainesville, Florida. The mission of the Sebastian Ferrero Foundation is to advocate and fundraise for a state-of-the-art, full service children's hospital in Gainesville, Florida while promoting excellence in patient safety and insuring that all families are treated with



compassion, courtesy and dignity. In 2008, the University of Florida Center for Leadership and Service awarded the Foundation as the "Most Outstanding Community Agency." The Foundation also received the Institute of Safe Medication Practices' national "Cheers Award", in recognition of the Foundation having set a superlative standard of excellence in the prevention of medication errors and adverse drug events.

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