



For Immediate Release

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STARFISH USA CHARITY ART AUCTION RAISES MUCH NEEDED FUNDS FOR SOUTH AFRICAN AIDS ORPHANS

New York, NY, March 10, 2011 . The Starfish Greathearts Foundation USA, which supports children in Southern Africa orphaned or made vulnerable by HIV/AIDS, hosted its annual Dinner of Hope at the Desmond Tutu Center in Chelsea on Thursday night.

The silent and live art auction, featuring 22 prominent South African artists, raised over \$85,000, with all funds going directly to support mentoring, after-school and home-based care programs in various villages in South Africa.

Artists Richard Scott and Dion Cupido received wide acclaim for their pieces and, together with a personally designed and autographed skateboard by Jeff Koons, raised over \$30,000.

We are thrilled with the number of talented South African artists who donated their artwork to help the plight of South African children,+said Starfish USA head, Kristy Gordon. The Starfish art auction not only increased the awareness on AIDS orphans in South African, but also the talent of South African artists and the rich potential of the country.+

Starfish USA's online art catalogue showcased the artists and their work, giving sponsors the opportunity to view the artwork prior to the auction. A number of luxury Southern African safaris were also auctioned off to the approximately 200 guests who enjoyed traditional South African dancing by performers of Juxtapower. Exceptional wine donated from award winning Shannon Vineyards, located just outside of Cape Town, added to the all South African affair.

The event was sponsored by Specialist banking group, Investec USA, whose guests included South African Minister of Mineral Resources, Susan Shabangu, and the South African Consulate General, Honorable George Monyemangene.

It is estimated that over 18 million children in sub Saharan Africa have lost one or both parents to HIV/AIDS. These children live in vulnerable situations as their family units disintegrate, impacting emotional well-being, physical security and overall health.

However, more than 70% of these children will not have HIV and have the potential to grow up and contribute to their communities. If these children are not cared for, they will become a lost generation.

Starfish USA has been operating in New York since 2005 and has hosted many high profile and successful fundraising events across the country. Starfish has an established network of supporters, with an affinity to South Africa and its culture.

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