



FOR IMMEDIATE RELEASE

Golden H.E.R.O Awards 2007 to Honor Dr. Helen Gayle of CARE USA with Special Guests Paula Deen, Jamie Deen and Bobby Deen of Food Network

(Atlanta, GA) –Nov. 15, 2007 – University of Georgia Bulldogs football coach **Mark Richt** & his wife Katharyn and Georgia Institute of Technology Yellow Jackets basketball coach **Paul Hewitt** & his wife Dawnette will co-host the Golden H.E.R.O. Awards Gala 2007 bringing together the rival Bulldog and Yellow Jacket nations in a unique effort to raise support for children affected by HIV/AIDS in Georgia. Former UGA Bulldog leader and Golden H.E.R.O. Award 2005 recipient coach **Vince Dooley** and his wife Barbara will serve as Honorary Chairs of the event. Adding inimitable vitality to the evening, Georgia's own **Paula Deen** and her sons **Jamie Deen** and **Bobby Deen**, all nationally-recognized Food Network personalities, authors and restaurateurs, will be making their first major Atlanta charity appearance as special celebrity guests. CNN newsroom anchor **Kyra Phillips** will be Mistress of Ceremonies.

The Golden H.E.R.O. Awards Gala, the largest fundraiser for pediatric AIDS in the Southeast, will be held on Friday, December 14, 2007 at the Atlanta Marriott Marquis Hotel. A private VIP reception with all celebrities and hosts will begin at 6:30 p.m.; the patron reception and silent auction will begin at 7:00 p.m.; and the dinner & awards ceremony will commence at 8 p.m. followed by a live auction, live band and dancing. The Black Tie gala featuring open bar will emulate a Hollywood-style awards ceremony and dinner and will be catered by Tony Conway of A Legendary Event Design and Catering. Auction items include a Dinner party for 4 at Paula Deen's house in Savannah that will be featured in *Cooking with Paula Deen* Magazine and a Football Game Day experience with Coach Mark Richt. Tickets are \$250. Tables of ten are \$2,500 and sponsorships begin at \$5,000. To purchase tickets or tables, visit www.goldenheroawardsgala.org. To inquire about sponsorships, call (770) 417-1665 ext 300 or email ryan@heroforchildren.org.

The prestigious Golden H.E.R.O. Award 2007 will be presented to Dr. Helene Gayle, Chief Executive Officer of CARE USA, a former senior executive with the Bill & Melinda Gates Foundation and a former director of the Centers for Disease Control's National Center for HIV, STD and TB Prevention, for lifetime achievement in the fight against HIV/AIDS.

About The Golden H.E.R.O. Awards Gala

The Golden H.E.R.O. Awards Gala is the largest fundraiser for pediatric AIDS in the Southeast and the largest fundraising event for H.E.R.O. for Children. The gala recognizes pioneers who have brought significant attention to the needs of children affected by HIV/AIDS. Past recipients of the prestigious Golden H.E.R.O. Award designed by Hans Godo Frabel of Atlanta's acclaimed Frabel Glass Art Studio include 2006 recipient Sandra Thurman, President of the International AIDS Trust, and 2005 recipient Vince Dooley, college football legend & pediatric AIDS advocate.

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About H.E.R.O. for Children

Co-founded in 2003 by University of Georgia Graduates and co-executive directors Ryan Gembala and Garrett Gravesen, H.E.R.O. for Children (**H**earts **E**verywhere **R**eaching **O**ut for Children) is the only organization dedicated to improving the Quality of Life of children infected with and affected by HIV/AIDS in Georgia. Georgia has the 8th highest rate of pediatric AIDS in the nation with more than 12,000 children currently affected by HIV/AIDS. Through enriching programs, unforgettable experiences and connections with the community, H.E.R.O. for Children is a 501(c) 3 non-profit organization based in Atlanta. To learn more about H.E.R.O. for Children and make a donation, visit www.heroforchildren.org.

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