

HEROES & HEARTS

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FOR IMMEDIATE RELEASE:

Artist Entries Underway for 2011 'Hearts in San Francisco' Public Art, Fundraising Project *San Francisco General Hospital Foundation Calls for Renderings by August 25*

SAN FRANCISCO – August 3, 2010 – San Francisco General Hospital Foundation (SFGHF) has announced a call for entries for its 2011 “Hearts in San Francisco” public art and fundraising project. Artists are encouraged to download applications at www.sfghf.net and submit renderings by the August 25, 2010 deadline.

“Hearts in San Francisco” debuted in 2004 as a city-wide public art installation featuring 130 5-foot tall heart sculptures designed by established and emerging artists. The unique works of art were displayed in plazas, parks and on street corners throughout the San Francisco Bay Area from February – September 2004. To conclude the public art display, hearts were auctioned and sold with proceeds benefitting SFGHF and its efforts to fund projects that enhance patient care and comfort at **San Francisco General Hospital and Trauma Center**.

Today, the public art project is part of the “**Heroes & Hearts Luncheon**,” an annual gala celebrating artistic expression, honoring local heroes and benefitting SFGHF. Every year, artists are chosen to create both large, installation-sized (5' tall x 5'9" wide x 3'3" deep) and tabletop-sized (14" tall x 17" wide x 8" deep) hearts that are auctioned and sold during the luncheon. The installation-sized hearts remain on display in San Francisco's Union Square and select locations throughout the City. “Hearts in San Francisco” artworks combined with “Heroes & Hearts” proceeds (2006 - 2010) have raised more than \$6 million for SFGHF.



SFGHF is currently looking for eight installation-sized and six tabletop heart artists. Those interested in applying must complete an application and submit a full-color design rendering (8.5"x11" or larger) on or before August 25, 2010. Entrants must live or work in the San Francisco Bay Area, provide their own workspace, and be able to meet the artwork completion deadline of Monday, November 1, 2010.

Artist selection is conducted by a committee comprised of SFGHF staff, board members and community members.

To download an artist info packet, which includes an application, artwork guidelines and official regulations, please visit http://sfghf.net/hh/hearts_and_artists.html.

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ABOUT SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

[San Francisco General Hospital Foundation](http://SanFranciscoGeneralHospitalFoundation.org) (SFGHF) is an independent not-for-profit corporation 501(c) 3 that provides fund-raising support to San Francisco General Hospital and Trauma Center (SFGH). The mission of SFGHF is to augment public funding by raising private support to further improve patient care and comfort at the Hospital. This vital funding allows SFGH to continue its long history of providing quality health care to San Francisco and the Greater Bay Area. Some of the programs funded wholly or in part by the Foundation include the Avon Comprehensive Breast Care Center, ACE Unit (Acute Care for Elders), Institute for Global Orthopedics and Traumatology (IGOT), The Children's Fund, Women's Health Initiative, Cancer Awareness Resources Education (C.A.R.E.), and the Orthopedics Trauma Center of Excellence. For more information, please visit www.sfghf.net.



A project benefiting the San Francisco General Hospital Foundation

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