



For Immediate Release

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**Daymond John hosts The Bowery Mission's 18th Annual Valentine Gala
Honoring Leesa Sleep Co-Founders David Wolfe and Jamie Diamonstein, and
The Bowery Mission's Director of Outreach James Macklin**

NEW YORK – Daymond John (star of ABC's "Shark Tank," author and entrepreneur) hosts The Bowery Mission's 18th annual Valentine Gala on Tuesday, February 14, 2017 at The Plaza Hotel to celebrate together the impact and growth of The Bowery Mission's work with the homeless and poor in New York City and Newark, NJ.

The evening will honor David Wolfe and Jamie Diamonstein, Co-Founders of Leesa Sleep, LLC, who helped The Bowery Mission establish its new men's shelter in 2015 and replaced every single mattress at The Bowery Mission. Leesa will donate its 10,000th mattress to The Bowery Mission and release its first [social impact review](#) at the event.

James Macklin, The Bowery Mission's Director of Outreach, will also be honored. Macklin entered The Bowery Mission's red doors for help from addiction 30 years ago and has had a life transforming impact in the lives of thousands of homeless and hungry New Yorkers.

Amy Kule, the Group Vice President of Macy's Parade & Entertainment Group will serve as Event Chair and Dudley and Nonie Diebold, Vivek Garipalli, and John and Susan Goetz will serve as Event Co-Chairs.

Corporate sponsors include, among others, Bank of America, Bizzi & Partners Development LLC, Bloomberg Philanthropies, Brookfield Property Partners, CVM, Inc., Macy's, KPMG, LLP, Leesa Sleep, LLC, Omnia Group and Regency Wealth Management. Foundation sponsors include The May and Samuel Rudin Family Foundation, Inc. and The May Ellen and Gerald Ritter Foundation.

As The Bowery Mission's largest annual fundraiser, The Valentine Gala has raised more than \$15 million over the past 17 years to offer life transforming programs to men, women and children.

About The Bowery Mission

The Bowery Mission has served homeless and hungry New Yorkers since 1879. Last year alone, the Mission provided more than 505,000 meals to men, women and children, 97,300 nights of shelter and 56,200 articles of clothing, as well as showers, haircuts, and expert medical and optometric care. Each meal and every night of shelter is an invitation to residential recovery programs, where men and women get a second chance and lives are transformed from hopelessness to hope. To ensure that at-risk children have a positive first chance at life, The Bowery Mission's city and summer camp provides 1,200 life-changing experiences to at-risk children in New York City's toughest neighborhoods.

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