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THE BOWERY MISSION KICKSTARTS FUNDRAISING FOR ANNUAL VALENTINE GALA, HONORING ALAIN BERNARD, PRESIDENT & CEO OF RICHEMONT NORTH AMERICA.

New York, N.Y., January 15, 2020 – On Thursday, February 13, 2020, [The Bowery Mission](#) will host its annual renowned Valentine Gala at The Plaza to fight homelessness in New York. The 21st Valentine Gala supports The Bowery Mission’s efforts to help men and women overcome homelessness and achieve independent living, and to empower youth to thrive and succeed.

The Valentine Gala is the primary fundraising event for the life-transforming work of The Bowery Mission. Over the last 20 years, the Gala has raised over \$18 million to rebuild hope in the lives of New Yorkers experiencing homelessness and poverty, continuing the work that began in the 1870s.

This year’s Gala will honor **Alain Bernard, President & CEO of Rlichemont North America**. Alain is one of New York’s most significant luxury brand leaders and has been an important partner of The Bowery Mission since 2013, when he first served a Christmas meal at the Mission with his family. Alain has introduced many friends and colleagues to this work, opening his home and office to share his passion for the life transformation happening at The Bowery Mission.

“I’m honored and humbled to be part of this astounding organization. The Bowery Mission has helped so many New Yorkers get their life back,” said Alain Bernard. “I feel privileged to live in this amazing city surrounded by beloved family, friends and colleagues, and by everything I need. We all have a responsibility to give back to our human sisters and brothers — those who need our help the most.”

“At The Bowery Mission, we experience what is possible when a person who has given up hope is loved well. Neighbors who seem to be ruined by homelessness can be fully transformed, living independently and contributing to our community” says James Winans, Interim CEO. “This Valentine’s Day, we are grateful to Alain Bernard and all those supporting the Valentine Gala. Together, we make it possible for The Bowery Mission to love well and offer this bright future to many more New Yorkers in need.”

This year's committee consists of several notables supporters: Alain & Anne-Laure Bernard, Marigay McKee & Bill Ford, Eric McGovern, Sara & Jack Broderick, Veronica Bulgari & Stephan Haimo, Catherine Barba Chiamonti, Jessica & Bryan Cho, Dudley & Nonie Diebold, Summer & John Ellis, Marie de Foucaud, Jim & Jeannie Gaffigan and The Imagine Society, Jacci & Kelly Gebert, John & Susan Goetz, Eileen Guggenheim, Lewis Headden, Lauren & Richard Horowitz, Sally & Dwight Jacobsen, Rob & Jamie Knauss, The Nagel Family, Kathleen Ruiz, Beth F. J. & Scott G. Stephenson, Hanna Struever, Charles & Marianne Veth, Anne & Pierre de Villemejeane, Laura & Jason Woodard.

The committee is joined by corporate sponsors: American Dream – Triple Five Worldwide; Richard Attias & Associates; Bizzi & Partners Development LLC; CBRE; Crédit Agricole CIB; Reflection Window + Wall; Related Companies; Retail Portfolio Solutions; Richemont North America.

Take action! Click [here](#) to partner with the Gala Committee and The Bowery Mission to help combat the epidemic of homelessness in the New York metro area.

About The Bowery Mission

The Bowery Mission has served New Yorkers experiencing homelessness and hunger since the 1870s. Each year, the Mission provides more than 558,000 hot meals, 140,000 nights of shelter, 100,000 articles of clothing and 2,400 onsite medical and optometry exams. Each meal and every service is an invitation to residential and community programs that help clients make progress toward a transformed life of faith, community, sobriety, sustainable income and independent living. To empower children to thrive and succeed, The Bowery Mission also offers year-round opportunities for enrichment through City Camp, culminating in summer camp for hundreds of children in the Poconos Region of Pennsylvania. To learn more, visit www.bowery.org.

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