



**For Immediate Release**

Contact: Kathleen Ruiz

(212) 370-4505

[kruiz@krwconsultingnyc.com](mailto:kruiz@krwconsultingnyc.com)

**The Bowery Mission Honors Its Heroic Workforce at Virtual Gala on June 10.**

**NEW YORK, June 8, 2021**

The Bowery Mission, a historic NYC nonprofit serving New Yorkers experiencing homelessness will celebrate its first-ever virtual gala on Thursday, June 10, going live promptly at 7:00pm, in lieu of its signature in-person event held on Valentine's Day every year since 2000.

The virtual gala will pay tribute to the heroic service of the Mission's staff and volunteers during the pandemic. In the face of increasing uncertainty and restrictions, these essential workers launched a valiant emergency response that kept the Mission's Red Doors open to provide to-go meals, hygiene services, clean clothing, emergency shelter, caring counsel, life-transforming residential services, and practical support for families.

The gala will be hosted by Gayle King, Co-host of *CBS This Morning* and Editor-at-large of *O the Oprah Magazine*.

"We are excited to gather at our first ever virtual gala and to celebrate our very own COVID-19 heroes, our amazing staff and volunteers," said James Winans, President and CEO of The Bowery Mission.

"Through their hard work, courage, strength, resilience, and compassion, they lived out the mission of The Bowery Mission, to care for New Yorkers in need, setting their lives on the line so that our neighbors could experience hope and life transformation."

The Annual Gala raises funds for The Bowery Mission's essential meal, shelter, and residential programs, which continue to serve New Yorkers during the pandemic and its aftermath. Each hot meal and each night of shelter serves as an invitation to further life-transforming care experienced within a loving community of support.

"As the acute phase of the pandemic comes to an end, its challenges are not over for our neighbors experiencing homelessness. We are grateful for our partners and supporters who continue to stand with us to make sure that our guests and clients continue to grow in confidence and self-esteem, reconnect with family, deepen personal relationships and secure vocational and housing needs," said Mr. Winans.

The 2021 gala corporate sponsors are: Inspir Carnegie Hill, J.F. Lehman & Co., as well as Crédit Agricole CIB, Eurazeo, Pavarini McGovern, LLC, Regency Wealth Management and Related Companies.

Alain Bernard, last year's honoree, is the honorary chair of this year's gala.

[Register here](#) for the 2021 Gala.

## **About The Bowery Mission**

The Bowery Mission has served New Yorkers experiencing homelessness and hunger since the 1870s. Last year, The Bowery Mission provided more than 429,500 meals, 104,000 nights of shelter, 27,600 articles of clothing, 67,500 emergency showers and 1,500 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 Mont Lawn City Camp, culminating in summer camp for hundreds of children in the Poconos Region of Pennsylvania. To learn more, visit [www.bowery.org](http://www.bowery.org).