New Orleans Magazine presents
The 23rd Annual March of Dimes

Spotlight on SUCCESS

Patron Only Party
Friday, June 12th
Pat O's on the River
Jax Brewery • 600 Decatur
7:30PM - 10:30PM

Spotlight on Success
Friday, June 19th
Generations Hall
310 Andrew Higgins
7:30PM - Midnight

For more information call (504) 836-2087
On Friday, June 19, step into the spotlight at Generations Hall for a happening charity event that’s sure to rock New Orleans. Guests will delight during a night of fun, dining and dancing in support of the March of Dimes. Presented by New Orleans Magazine, the Spotlight on Success is an annual event that selects and honors outstanding single business professionals in the Greater New Orleans area. Hosted by Camille Whitworth of WDSU-TV 6, the event promises to be the party of the year. Attendees can dance all night to the music of the Bucktown All-Stars and taste fabulous food samplings from many of the city’s great restaurants, including Acme Oyster House, Le Meritage at the Maison Dupuy Hotel, Chop’s Bistro & Martini Bar, The Fleming Torch, KG Party Services & Catering, Custom Catering, Rock-n-Sake of New Orleans, Maurice French Pastries and NOLA-Doles Catering. Patricia Besselman and Chris Gaffney act as this year’s event co-chairs.

With the hope of raising $125,000 for the March of Dimes, the evening includes a Silent Auction of auction packages that Spotlight on Success honorees have put together through solicitations from friends and local businesses. Individual auction items are also available for bidding and all proceeds go toward funding March of Dimes programs.

Founded in 1938 by Franklin Roosevelt, the March of Dimes funds programs of research, community services, education, and advocacy to save babies and in 2003, launched a five-year, $75 million campaign to address the increasing rate of premature birth.

Each year, more than 52,500 babies (1 in 8) are born too soon, some so small they can fit in the palm of a hand. Many of these babies must fight just to survive; others must struggle lifelong health problems. March of Dimes Division Director Pam Cooper says, "No one knows the causes of nearly half of all premature births and no one is working harder than the March of Dimes to find out."

With the help and support of the American people, the March of Dimes has saved the lives of millions of babies over the past 64 years. Fundraising efforts like the Spotlight on Success offer the needed financial backing and ensure that March of Dimes continues its research, education and outreach programs.

Now in its 23rd year, Spotlight on Success is the March of Dimes’ second-biggest fundraising event in the New Orleans division. The 30 honorees at the Spotlight on Success were selected from a nominee pool of over 100 and Cooper says of them, "They are at the pulse of our community and are all outstanding individuals."

The public is invited to don their cocktail attire and join the honorees as they celebrate while contributing to a good cause. Tickets are available through honorees or by calling the March of Dimes office at (504) 836-2087. Tickets are $60 in advance or $70 at the door. However, if one party isn’t enough, the March of Dimes will also offer its Patrons Only-Patron Party Friday, June 12 from 7:30 to 10:30 p.m. at Pat O’brien’s on the River. 600 Decatur. The Patron Party will feature an open bar and buffet with a live band. Patron level begins at $125 per person, which also includes a ticket to the main event on June 19. Patron Tickets are available from the March of Dimes office by calling (504) 836-2087.