

## 4.08 HTM NYC | The Heart A Cause Annual Party

Written by Bless Theangels

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Heart A Cause: Autism is a one-of-a-kind Autism Awareness fundraising event benefiting the *MyGOAL Autism* Organization.

On Monday, April 8th, the worlds of Fashion, Music and Art will host a party at the SONY Wonder Technology Lab located at 550 Madison Avenue in New York City from 5pm to 9pm.

Attendees will be welcomed into a futuristic world of technology, sound and fashion to support Autism Awareness. On display and for purchase, will be a gallery of art by children with autism and artists who have been inspired by autism; trunk shows and 2 runway shows will feature emerging and established designer lines also for purchase throughout the evening.

SONY's 73-seat theater will feature a sensory friendly short film for attending autistic children and a variety of videos about *MyGOAL Autism* and Autism Awareness. The theater will also house the children's activity station featuring a face painter, puzzles with arts and crafts. A silent auction will offer services and goods ranging from a Celebrity Chef's dinner to a day of beauty to artwork from local artists.

Guests will enjoy gluten-free delicacies and juice bar offerings courtesy of Post Road Bistro and Drunken Sushi Catering while also quenching their thirsts with Cerebellum H2O. A sweet ending to the night will be ice cream and sorbet courtesy of Piece of the Puzzle, Inc.

The World Famous Celebrity DJ Yoshi, the Official DJ of Rutgers Football & Rutgers Basketball, presented by Monster Cable Products & Status Vodka, will provide music for the event. The activities and shows will be co-hosted by Grammy Award winning music production team, Pop Rocks Records own, Jeremy Ryan (DJ Connect) and music industry icon Bad Boy Entertainment's own, Vaughn Mack. The Runway Shows will be choreographed by Mexico's

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Next Top Model Judge, Motivational Speaker and Professional Photographer, Jo Lance.

Celebrity guests include Imamu Mayfield, former IBF Cruiser Weight World Champion and current national spokesperson for World Champions Against Bullying (WCAB) and World Boxing Cares (WBC), Rachel Truehart of ABC's "The Bachelor" and "Bachelor Pad 3," NFL player Aaron Beasley of the Philadelphia Eagles, Atlanta Falcons and NY Jets, and Shakyra Lashae of VH1's "You're Cut Off 2," VJ of Revenge Magazine and spokesmodel for recording artist and actor, 50 Cents' Street King Energy Shots will be walking in the Runway shows, with more to be confirmed.

To help Heart A Cause: Autism raise funds for Autism Awareness, visit [www.heartacause.com](http://www.heartacause.com). You can purchase tickets, donate or learn about sponsorship opportunities.

Presenting Sponsors Marvel US Mgmt, American Apothecary, SONY Wonder Technology Lab and MyGOAL Autism are joined by Official Sponsors Salon Prodigy, Glatina Diva, Drunken Sushi Catering, Post Road Bistro, Cerebellum H2O, Piece of the Puzzle, Inc., DJ Yoshi Entertainment, Why Blue Matters, Untapped Movement, Absolutely Dazzling, Freehold Boxing and Fitness, Serendipity Concierge, 1st Klass Entertainment, The World Bar, Hospitality Holdings, Jimmy Swagg, Inc., Pop Rocks Records and Bad Boy Entertainment with Vaughn Mack Enterprises

### **About MyGOAL Autism**

#### *MyGOAL Autism*

is a 501 c(3) non-profit organization, which supports families facing Autism

. Through education, marriage counseling, and advocacy

#### *MyGOAL Autism*

helps families as they navigate through the complex challenges associated with the journey of autism from diagnoses to recovery or a better quality of life.

#### *MyGOAL Autism*

is in their sixth year of service and continues to enliven their vision to restore lives and families affected by Autism through Education and Empowerment. Visit

[www.mygoalautism.org](http://www.mygoalautism.org)

or call

[\(877\) 886-9462](tel:(877)886-9462)

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or more information.

**About Heart A Cause** *Marvel US Mgmt*, a boutique business management company specializing in brand management, marketing, social media and event design, partnered with

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### *American Apothecary*

, an emerging socially conscious fashion brand, that has participated in many philanthropic opportunities and also boasts a plethora of marketing and event management experience, to establish an annual fundraising event series.

Heart A Cause was created to raise awareness and support for many of the causes close to our hearts. By collaborating with dynamic groups, we will host events to encourage interaction and resources for special needs groups and focus the efforts of the community towards the charity's goals. The focus for 2013 is Autism Awareness. For more info visit

[www.heartacause.com](http://www.heartacause.com)

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