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Contact: Anat Gerstein, 718-793-2211, ext. 100, anat@anatgerstein.com

Jeff Simmons, 917-673-0024, jeff@anatgerstein.com

Doctors of the World-USA and MARCHESA Launch Hurricane Sandy Relief T-Shirt

MARCHESA Designed I LOVE NEW YORK T-Shirt Benefits

Hurricane Sandy Relief in the Rockaways

(New York, N.Y.) – Doctors of the World-USA and Marchesa announced the launch of its Hurricane Sandy Relief T-Shirt. Georgina Chapman of Marchesa created a specially designed I LOVE NEW YORK T-Shirt to benefit Doctors of the World-USA's Hurricane Sandy Relief Campaign, which is providing long-term health care services to residents in the Rockaways severely affected by Hurricane Sandy.

“As a New Yorker who has witnessed the incredible damage caused by Hurricane Sandy, this was an amazing opportunity for Marchesa to raise funds and awareness of Doctors of the World's Hurricane Sandy Relief Campaign in the Rockaways,” explained Georgina Chapman. “Their response to Hurricane Sandy has been remarkable and it was wonderful to create a specially designed I LOVE NEW YORK T-Shirt to benefit Doctors of the World's Hurricane Sandy Relief Campaign.”

“We are very grateful to Georgina Chapman and Marchesa for their visionary leadership to support Doctors of the World-USA's long-term Hurricane Sandy Relief Campaign in the Rockaways,” said Henry E. Chang, Executive Director of Doctors of the World-USA. “Hurricane Sandy had a devastating impact on our region, and the funds generated by the T-Shirt will provide vital health care services to the residents in the Rockaways. As the Rockaways rebuilds, Doctors of the World-USA will be there to assist them.”

Marchesa and Doctors of the World-USA wanted to work with I LOVE NEW YORK not only because the logo is an iconic symbol of New York State but also because the ultimate show of support in times of need is to come and visit, and I LOVE NEW YORK is dedicated to spreading that message. The Empire State Development Corporation (ESDC), which oversees New York State's tourism marketing and I LOVE NEW YORK efforts, formally granted the organization use of the I LOVE NEW YORK image. “Giving Doctors of the World-USA and Marchesa rights to the beloved I LOVE NEW YORK logo was an easy and obvious ‘yes,’” said Khorshid Rahmaninejad, Director of Licensing & Public Relations for I LOVE NEW YORK. “We are proud to support their efforts to rebuild lives and communities that were so severely impacted by Sandy.”

The Hurricane Sandy Relief T-Shirt is available for pre-order at www.doctorsoftheworld.org/sandyshirt. 100% of the net proceeds from each Hurricane Sandy Relief T-Shirt will go to Doctors of the World-USA's Hurricane Sandy Relief

Campaign. Marchesa and Doctors of the World-USA would like to especially thank Li & Fung and Matt Murphy for all of their assistance producing the Hurricane Sandy Relief T-Shirt in NY.

Through its ***Hurricane Sandy Relief Campaign*** and its ***“Treat, Connect and Restore”*** initiative, Doctors of the World-USA has been meeting critical medical needs in the months after the storm struck the region nearly four months ago. Since November, Doctors of the World-USA, has deployed volunteers to canvas much of the Rockaways and address local health needs. The nonprofit identified more than 100 individuals in need of ongoing care and expects to locate many more.

Volunteers surveyed the area between Beach 117th and Beach 57th streets and identified the need for treatment for asthma, respiratory conditions, flus and colds, as well as for mental health services. They also found residents who were unable to obtain medical supplies and much-needed prescription medications to treat serious chronic illnesses.

As a result, Doctors of the World-USA has issued a call for additional volunteers, and is specifically looking for primary care doctors, psychiatrists and nurse practitioners to care for those who have already been identified as needing treatment. Volunteers can sign up at the Doctors of the World-USA website – www.doctorsoftheworld.org or by emailing help@doctorsoftheworld.org.

Doctors of the World-USA treats people regardless of citizenship and insurance coverage. The organization is:

- ***Treating*** the most vulnerable individuals with unmet health needs by providing sub-acute care, home-based care, and hygiene kits;
- ***Connecting*** pharmacy services, such as prescription medications and refills, and primary care providers with affected and displaced individuals, regardless of their ability to pay;
- ***Restoring*** the local health service delivery capacity and system by working with local providers, city health officials, and community organizations.

About Doctors of the World-USA

Doctors of the World is an international humanitarian organization providing medical care to vulnerable populations affected by war, natural disasters, disease, famine, poverty or exclusion. Originally established in France in 1980, the Doctors of the World international network now has offices in 14 countries in Europe, Asia and the Americas, including the U.S. office, which launched in 2012. In 2010, Doctors of the World’s global network used \$152 million to run 365 programs that provided medical care for more than 1.6 million individuals in more than 70 countries. Learn more about Doctors of the World-USA at www.doctorsoftheworld.org.

About Marchesa: Co-founded by Georgina Chapman and Keren Craig, the company's namesake and muse is the noted eccentric European style icon Marchesa Luisa Casati. The collection, designed by Georgina Chapman, is available in the United States at

Bergdorf Goodman, Neiman Marcus, *Saks Fifth Avenue* and specialty stores nationwide. Internationally it can be found at Harrods in London, Holt Renfrew in Canada, Joyce in Hong Kong, Alothman in Kuwait and other prestigious stores worldwide. For more information about Marchesa, visit www.marchesa.com.

About New York State and I LOVE NEW YORK: From Niagara Falls, to the wine trails of Hudson Valley and treasures like the Baseball Hall of Fame, New York State's 11 beautiful vacation regions have something for everyone. Plan your New York State getaway at iloveny.com today. For more information about what is going on at I LOVE NEW YORK and New York State vacations, make sure to follow us on Twitter at www.twitter.com/I_LOVE_NY or fan us on Facebook at www.facebook.com/iloveny.

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