



****Post-Event Recap****

**MassGeneral Hospital *for Children* Celebrates The Mystery Of Batman
At Twelfth Annual Storybook Ball**

BOSTON, MA - The twelfth annual Storybook Ball was held on Saturday, October 15, 2011 at The Park Plaza Castle in Boston. Nearly 500 guests celebrated the "Mystery of Batman"- themed evening of dining, dancing, luxury booths and live auction. A total of \$1.1 million was raised in support of MassGeneral Hospital for Children's (MGHfC) Newborn Medicine Program.

Live auction items included a trip to Florence for two with luxury accommodations at the Four Seasons, a private guided tour of the Gucci Museo and factory and '1921 Collection' Gucci luggage; two tickets to the premier of True Blood, a stay at the Four Seasons in Beverly Hills, an exclusive meet & greet with Ken Kaufmann and Isaac Franco, a fabulous dress designed by the pair and authentic Chanel watch; a trip for four via private jet to the Barclay's golf tournament to see the first playoff event in the FedEx Cup; a once-in-a-lifetime opportunity for 50 friends to skate on Fenway Park, the use of the Green Monster Score Board and a photo session for all with Wally to remember the day.

Sponsors included: Barneys New York, Bloomingdale's, Chanel, Citation Air, Dorfman Jewelers, DW Beauty, Fresh, Gucci, KAUFMANFRANCO, Mario Russo Salons, MAX Ultimate Foods, Neiman Marcus, Rafanelli Events, Ralph Lauren, Serenella and Winston Flowers.

Guests included: Alli and Bill Achtmeyer, Alyson and Jeff Lindsey, Elena and Tom Matlack, Linda and John Henry, Corrine and Wyc Grousbeck, Patty and Charles Ribakoff, Katherine Chapman and Tom Stemberg, Beth Dickerson and David Drubner, Ronald Kleinman MD Physician-in-Chief of the MGHfC, and his wife, Martha Kleinman and Joseph Vacanti MD Pediatric Surgeon-in-Chief of MGHfC and his wife Susan Traecy.

About The Storybook Ball

The Storybook Ball was established in 2000 to create awareness and raise funds for the important research initiatives and vital patient care service programs at MassGeneral Hospital *for Children* (MGHfC), the oldest provider of pediatric care in the nation. Our mission is to provide the highest quality of care and advanced treatments to our patients through our acclaimed family-centered approach. We strive to improve the health of the communities that we serve. As a children's hospital within a general hospital, we are uniquely positioned to ensure that children benefit from the world-class technologies, clinical advancement and research strength for which Massachusetts General Hospital is so renowned.