

Jeffrey

fashion cares

2010

monday, august 30th

A Charitable Fashion Event Benefiting
Atlanta AIDS Partnership Fund
and
Susan G. Komen for the Cure
Greater Atlanta Affilifate

LILA HERTZ BIO



Lila Hertz's long history of volunteerism and leadership has benefited numerous organizations and causes in the Atlanta community, particularly in the areas of health care and child welfare.

From 2001 – 2009, Hertz served as board president of Susan G. Komen for the Cure Greater Atlanta Affiliate, which was established as a resource for those fighting and seeking to prevent breast cancer. Through its fundraising events, such as the Race for the Cure and the Pink Tie Ball®, the Affiliate has been able to support breast cancer research, local grassroots organizations, community agencies and family support groups. In 2010, nearly \$3 million will be directed to such areas.

Hertz's involvement with the Affiliate has a special connection to another of her longtime commitments, the Jeffrey Fashion Cares fundraiser. As co-chair of the annual gala for eight years, Hertz has aided in further supporting the Affiliate, which benefits from Fashion Cares along with the

Atlanta AIDS Partnership Fund.

Hertz was appointed as a national board member of the Susan G. Komen for the Cure Advocacy Alliance. Other activities include service to Piedmont Healthcare and the Center for Health and Living, where she sits on the board of directors; and Camp Twin Lakes, a nonprofit, year-round camping facility providing programs for children with serious illnesses and special needs. There, she has devoted time to special events and fundraising, including co-chairing the annual "Best of Atlanta" event.

The American Jewish Committee, Prevent Child Abuse Georgia, the Anti Defamation League and the National Council of Jewish Women also have benefited from Hertz's service, and for that, each has presented Hertz with awards in recognition of her accomplishments.

Hertz lives in Atlanta with her husband, Doug, and they have two adult children, Michael & Amy, son-in-law Ronnie and grandchild, Zac.

Jeffrey
ATLANTA NEW YORK

3500 Peachtree Road, NE | Suite A-3 | Atlanta, Georgia 30326 | 404.420.2997
www.jeffreyfashioncares.com/atlanta