



Gift for Life's *Party for Life* Raises \$225,000+ —Twenty-fifth anniversary edition welcomes record crowd to support DIFFA—

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February 14, 2017— Gift for Life, the gift and home industries' sole charitable organization, announced that its 25th Anniversary *Party for Life* fundraiser raised \$225,000+ for AIDS treatment and prevention. The annual event, which benefitted DIFFA: Design Industries Foundation Fighting AIDS, drew a record 500+ attendees to The Boathouse in New York City's Central Park on Monday, February 6.

The *Party for Life* featured numerous NYC-themed food stations, multiple bars and a short program followed by live entertainment. In addition to networking, guests also competed for a wide array of silent auction prizes including luxury experiences and unique gift and home décor products donated by 40+ leading suppliers.

During this very special evening, Jan van der Lande of Kikkerland Designs was presented with the Chuck Yancy Lifetime Achievement Award. Some 20+ of Gift for Life's previous honorees also were in attendance at the 25th anniversary celebration. An online photo gallery, with images of the honoree award presentation and general party images, is available online at: <http://www.giftforlife.org/media-room/gallery-archive/>.

"Our 25th Anniversary Party for Life was the biggest and best it has ever been," says Frank Joens, Gift for Life's chair. "We raised more money, had better attendance and produced a party that has been reviewed as sensational! We are so fortunate to have the backing of the wholesale Gift, Home and Design industry as they have been unbelievably generous to us over the past 25 years. This year was no exception and we say a huge thank you to all of our supporters!"

Gift for Life raises funds to benefit DIFFA: Design Industries Foundation Fighting AIDS through nationwide at-market events, cause marketing programs and direct donations. The primary mission of Gift for Life is to raise funds for DIFFA-granted HIV/AIDS service, education, prevention and advocacy programs across the U.S. In 2016, DIFFA National granted more than \$333,000 to 26 organizations providing treatment, education, prevention and advocacy.

For additional information please visit www.giftforlife.org.

ABOUT GIFT FOR LIFE and DIFFA

Gift for Life unites the gift and home industries against AIDS with more than \$5 million raised since its inception in 1992. In 2008, Gift for Life selected DIFFA: Design Industries Foundation Fighting AIDS, one of the largest funders of HIV/AIDS service and education programs in the U.S., as its sole charity partner. Since its founding in 1984, DIFFA has mobilized the immense resources of the design communities to

provide more than \$40 million to hundreds of AIDS organizations nationwide. More information is available at www.giftforlife.org

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