



Heal the Bay

For Immediate Release

VON FURSTENBERG TO SPONSOR BEACH REPORT CARDSM

Malibu philanthropist to support Heal the Bay water quality program for 3 years

Santa Monica, CA (September 10, 2009) – Environmental group [Heal the Bay](#) today announced a significant partnership with [Alex von Furstenberg](#), philanthropist and co-managing member and chief investment officer of [Arrow Capital Management, LLC](#).

Alex von Furstenberg is donating \$150,000 to support Heal the Bay's beach water quality program, the Beach Report CardSM, over the next three years. The Beach Report Card is the only comprehensive analysis of coastline water quality in California. Each week, approximately 500 beaches in the state are graded A to F, based on the health risks of swimming or surfing at that location.

Additionally, Alex von Furstenberg has joined Audemars Piguet as a sponsor of *La Soirée*, a benefit event for Heal the Bay and the ONE DROP Foundation. *La Soirée* includes the Santa Monica premiere of Cirque du Soleil's KOOZA and features an exclusive after party on the Santa Monica Pier on October 16th, 2009. Information about this one-of-a-kind benefit event is available at www.healthebay.org/lasoiree.

Alex von Furstenberg is actively involved in a variety of philanthropic endeavors. Alex is the director and secretary of The Diller-von Furstenberg Family Foundation and serves on the board of Friends of the High Line, a private, non-profit partner of the New York City Department of Parks & Recreation. The Diller-von Furstenberg Family Foundation has supported universities, communities, disease research, children, artists, the environment and human rights issues worldwide.

“As a resident of Malibu and an active kite-surfer, I spend a great deal of time in the ocean, as does my family. We feel it's our responsibility to protect the ocean for generations to come,” Alex von Furstenberg said.

After meeting Heal the Bay president Mark Gold and hearing about the funding needs of a critical public health protection service, Alex von Furstenberg immediately made a commitment of time and resources to the Beach Report CardSM.

“Heal the Bay is excited to partner with Alex,” Gold said. “His connection to the ocean and commitment to protecting it will directly impact millions of people who visit California's beaches each year.”

Alex von Furstenberg received a Bachelor of Arts degree from Brown University in 1993 and resides in Malibu, California, with his family.

Heal the Bay is a nonprofit environmental organization dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean for people and aquatic life.

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