



## WHAT IS CHAMPIONS FOR CHARITY?

*Champions for Charity*® is our annual holiday shopping benefit, designed to raise funds for participating Long Island not-for-profit organizations. During the three-day program, over 70 participating AMERICANA MANHASSET and select WHEATLEY PLAZA stores donate 25% of designated full-price pre-tax purchases to the organization(s) of the customer's choice when they present their CHAMPION NUMBER. See attached lists of 2019 participating stores and organizations.

## BENEFIT SHOPPING DAYS

Thursday, December 5, Friday, December 6, and Saturday, December 7 • 10am to 8pm

## REGISTERING FOR YOUR COMPLIMENTARY CHAMPION NUMBER

**You must have a CHAMPION NUMBER to participate in *Champions for Charity*®. Registration for your CHAMPION NUMBER begins October 15, 2019 online at [championsforcharity.org](http://championsforcharity.org), by phone at 800.818.6767, or in person at Concierge Services** located between The Shoe Box and Theory on the south side of Americana Manhasset. You will receive your CHAMPION NUMBER on or about December 1. Register and immediately receive a CHAMPION NUMBER anytime during the event online at [www.championsforcharity.org](http://www.championsforcharity.org) or on-site at Americana Manhasset's Concierge storefront location. Charities may **not register individuals on their behalf for a CHAMPION NUMBER**. Individuals must register themselves.

## HOW TO SHOP FOR YOUR CHARITY

Present your CHAMPION NUMBER during Americana Manhasset's *Champions for Charity*® holiday shopping benefit at participating Americana Manhasset and select Wheatley Plaza stores when making your purchases. 25% of your full-price pre-tax purchase amount will be calculated and submitted to your pre-selected organization(s). Your CHAMPION CARD is not a charge card, a debit card or a payment card of any kind. Any form of payment may be used with it. Donations will be made on full-price merchandise only, subject to individual store policy. Your purchases are not automatically eligible. **Your CHAMPION NUMBER is required to allocate your donation and MUST be presented at the time of each purchase.** Returns or exchanges made on merchandise purchased towards *Champions for Charity*® are subject to individual store policy.

## IMPORTANT DATES

October 15	Registration begins
December 5 - December 7	<i>Champions for Charity</i> ® holiday shopping benefit
January 31	<i>Champions for Charity</i> ® 2019 Official Results
September 30	Participating 2019 organizations receive contributions

## PRE-REGISTRATION

2018 registrants will be pre-registered using their most current charity selection(s). **Customers who are pre-registered will automatically receive a CHAMPION NUMBER** and do not need to go online and register unless they would like to make a change.

## PROVIDED COLLATERAL

Americana will provide collateral pieces that you can utilize to reach out to your Board of Directors and constituents. You are welcome to customize these pieces by adding your logo and contact information. We ask that you do not alter the program details in any way. You will receive these pieces via email.

## CHARITY WEBSITE + OUTREACH

All participating charities must include a link from their website to the *Champions for Charity*® website, [championsforcharity.org](http://championsforcharity.org), preferably on the home page, and vice-versa. Please contact Simone Canfarotta at 516.627.6700 or [scanfarotta@americanamanhasset.com](mailto:scanfarotta@americanamanhasset.com) with any questions.

We ask that participating charities do the following:

- Send at least one dedicated *Champions for Charity*® email blast to your distribution list
- Post about *Champions for Charity*® at least once on your social media channels
- Include program details in your October and November newsletters

All charity outreach (ads, newsletter/email blast language, website postings, social media postings, etc.) regarding *Champions for Charity*® must be approved prior to being sent out. Charities are also required to submit a summary of the outreach that is planned for the program. Please send all collateral and an outreach summary to Simone Canfarotta at [scanfarotta@americanamanhasset.com](mailto:scanfarotta@americanamanhasset.com) for approval.

## Pre-approved complete program language:

Americana Manhasset *Champions for Charity*® holiday shopping benefit is December 5 - December 7, 2019. Help support our organization by doing your holiday shopping at participating Americana Manhasset and select Wheatley Plaza stores during these three days, when 25% of your designated full-price pre-tax purchases will be donated back to us! To register for your complimentary CHAMPION NUMBER or for more information, visit [championsforcharity.org](http://championsforcharity.org), call 800.818.6767, or visit the Americana Manhasset Concierge storefront location. When it's time to make a purchase, simply present your CHAMPION NUMBER with any form of payment. Donations will be made on full-price merchandise only, subject to individual store policy. Your purchases are not automatically eligible. Your CHAMPION NUMBER is required to allocate your donation and must be presented at the time of each purchase. Donations on participating store gift certificates and special order merchandise are subject to individual store policy.

## AMERICANA MANHASSET GIFTCARDS

Americana Manhasset GiftCards are eligible for a 10% donation when purchased during *Champions for Charity*®. (Americana Manhasset GiftCards purchased AND redeemed during *Champions for Charity*® are eligible for a 25% total donation. Participating store gift certificates and special order merchandise are subject to individual store policy.) American Express® Gift Cards are not eligible for the donation. Americana GiftCards are redeemable for merchandise in Americana Manhasset and Wheatley Plaza shops, and are available in any denomination of \$25 and above. GiftCards may be purchased at the Americana Manhasset Concierge, online, or by phone located between The Shoe Box and Theory. Pre-orders are welcomed, call Jeanette Duarte at 516.627.2277.

**AMERICANA MANHASSET PERSONAL SHOPPING SERVICE**

Enjoy the time-saving convenience of Americana Manhasset and Wheatley Plaza's complimentary Personal Shopping service. We are here to assist customers with gift giving and wardrobing needs. Visit our stores with a Personal Shopper or shop in the comfort of our custom-designed suite, or in the privacy of your home or office. This service is available at all times, including during *Champions for Charity*®. Call Danielle Merollo, Americana Manhasset's Director of Personal Shopping Services, at 516.627.2277 or email her at [dmerollo@americanamanhasset.com](mailto:dmerollo@americanamanhasset.com) to schedule an appointment.

**PRE-SHOPPING**

Our Personal Shopping Service can accommodate charity constituents who would like to shop on behalf of their charity but who will be out of town during the actual event. To pre-select items for *Champions for Charity*® call Danielle Merollo at 516.627.2277 or email her at [dmerollo@americanamanhasset.com](mailto:dmerollo@americanamanhasset.com).

**AMERICANA MANHASSET BUSINESS GIFT PROGRAM**

Americana Manhasset offers business gift ideas and incentives from our fine shops including Louis Vuitton, Hermès, London Jewelers, Tiffany & Co., Ermenegildo Zegna, Loro Piana and more. We will take care of all the details including custom designs, volume orders, gift wrapping and delivery. *Champions for Charity*® is a great time to purchase holiday gifts for your associates, clients and employees. Call Danielle Merollo at 516.627.2277 or email her at [dmerollo@americanamanhasset.com](mailto:dmerollo@americanamanhasset.com) to place orders.

**AMERICANA MANHASSET ADVERTISEMENTS (PRINT, DIGITAL, & ONSITE SIGNAGE)**

*Champions for Charity*® advertising campaign includes:

***Print***

- Americana Manhasset Holiday Book, which will be distributed to ~130,000 targeted households.
- Print ads in The New York Times, and local newspapers.

***Digital***

- Prominent presence on americanamanhasset.com
- Email blasts to Americana Manhasset and Wheatley Plaza subscribers
- Social postings leading up to and during the program
- Press release sent to local and national news outlets

***Onsite***

- Beginning mid-November, the *Champions for Charity*® banner will be displayed on our Northern Boulevard flagpoles.
- *Champions for Charity*® garden signs placed along the walkways of Americana Manhasset and Wheatley Plaza.

**PUBLIC SERVICE ANNOUNCEMENTS**

PSA's should be scheduled for the last week in November. Please contact Simone Canfarotta at 516.627.6700 regarding your plans.

**CELEBRITY ENDORSEMENTS**

Celebrity endorsements greatly help benefit your cause. Please call Simone Canfarotta at 516.627.6700 to discuss any associations you may have.

**2019 PARTICIPATING ORGANIZATIONS**

Adelphi New York Statewide Breast Cancer  
Hotline and Support Program  
AHRC Nassau  
Allyn P. Udell Hello Dolly Fund  
ALS Association Greater New York Chapter  
Alzheimer's Disease Resource Center, Inc.  
American Cancer Society  
American Cancer Society - Asian Initiatives  
American Cancer Society - Babes Against Cancer  
American Heart Association /  
American Stroke Association  
American Italian Cancer Foundation  
Ascent Funding Organization  
Association of Chinese American Physicians,  
USA, Inc.  
Autism Communities & Pal O' Mine  
Autism Speaks Long Island  
Belmont Child Care Association, Inc.  
The Bone Marrow Foundation  
Boomer Esiason Foundation  
The Breast Cancer Research Foundation  
- Pink Promises  
The Cancer Institute at St. Francis Hospital  
Canine Companions for Independence  
Center for Therapeutic Riding of the East End  
Child Abuse Prevention Services  
Children's Medical Center at  
Winthrop University Hospital  
Children's Medical Fund of New York  
China AIDS Fund, Inc.  
Chinese American Association  
of North Hempstead (CAANH)  
Chinese American Medical Society (CAMS)  
Chinese Cultural Association of Long Island  
(CCALI)  
Church of Our Saviour, Lutheran  
Crohn's & Colitis Foundation of America  
The DeRosa Foundation for Colon Cancer  
Research and Prevention  
Diabetes Research Institute Foundation  
Dysautonomia Foundation

The Ed. Foundation  
ELIJA Farm CSA  
First Company Pink/got checked?  
Foster Foundation  
Foundation for Poverty Alleviation & Education  
Friends Academy  
Friends of the Israel Defense Forces  
Gabrielle's Angel Foundation  
for Cancer Research  
Gambino Medical & Science Foundation  
Gift of Life International  
Glen Cove Boys & Girls Club  
Go With Courage  
Greater NY Chinese Dollars for Scholars  
Grenville Baker Boys and Girls Club  
The Guild of St. Francis Hospital  
Habitat for Humanity  
Hadassah (Nassau Region)  
Harboring Hearts  
Head Injury Association  
Healing Headbands Project  
Holocaust Memorial and Tolerance Center  
of Nassau County  
Hospice Care Network  
HUGS Fund to benefit Steven and Alexandra  
Cohen Children's Medical Center of NY  
Interfaith Nutrition Network (The INN)  
International Leadership Foundation  
Island Harvest Food Bank  
Jeffrey Ahn Jr. Fellowship, Inc.  
Jericho Educational Foundation  
Jump and Ball Foundation  
Junior League of Long Island  
Juvenile Diabetes Research Foundation  
Katie Oppo Research Fund (Ovarian Cancer)  
Kat's Ribbon of Hope  
Katz Institute for Women's Health  
(Partners Council)  
Kfar Yeladim David  
Lend A Hand Project  
Leukemia & Lymphoma Society  
LGBT Network  
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**2019 PARTICIPATING ORGANIZATIONS, CONTINUED**

The Life Center of Long Island	Nassau Suffolk Services for Autism
Life's WORC and The Family Center for Autism	Old Westbury Gardens
Lisa Beth Gerstman Foundation	Our Lady of Grace Montessori School and Center
Long Island Alzheimer's Foundation	The Paul Foundation
Long Island Children's Museum	Planned Parenthood of Nassau County
Long Island Chinese American Association	Portledge School Financial Aid Fund
Long Island Conservatory of Music	Port Washington Youth Activities (PYA)
Long Island Council on Alcohol & Drug Dependence	Rescue Paw Foundation
Long Island Tourette Association	Ronald McDonald House of Long Island
The Lustgarten Foundation for Pancreatic Cancer Research	Ryan's Case for Smiles - LI Chapter
Make-A-Wish® Metro New York	The Safe Center LI
Man Cave Health	Sands Point Preserve Conservancy
Manhasset Community Fund	Save the Children Long Island Council
Manhasset School Community Association SCA	Schechter School of Long Island Scholarship Fund
Manhasset Women's Coalition Against Breast Cancer	Sid Jacobson Jewish Community Center
Maurer Foundation for Breast Health Education	The Spinal Cord Injury Project, Long Island Chapter
Medical Reiki Works	St. Jude Children's Research Hospital
MedShare International	St. Mary's Elementary School
The Michael J. Fox Foundation for Parkinson's Research	St. Mary's High School
Mid Island Y JCC	St. Mary's Rosary Society - Manhasset
Mollie Biggane Melanoma Foundation	Sunrise Day Camp Association
MOMMAS House	Tiegerman Schools/Tiegerman Community Services
Nassau County Museum of Art	Tilles Center for the Performing Arts
Nassau County Police Department Foundation	The Tower Foundation of Manhasset
New York Young Entrepreneurs Roundtable	UJA Federation of New York
The Nicholas Center for Autism	UMJCA - Supporting Youth/Community Center Programming
North Shore Animal League America	Venture House, INC
North Shore Child and Family Guidance Center	The Viscardi Center
North Shore Hebrew Academy	William Spyropoulos Greek-American Day School
North Shore Holiday House	YMCA of Long Island
North Shore Land Alliance	YWCA Greenwich, Domestic Abuse Services

## 2019 PARTICIPATING STORES

## AMERICANA MANHASSET

alice + olivia  
 Anne Fontaine  
 Bandier  
 Bluemercury  
 Bottega Veneta  
 Brooks Brothers  
 Brunello Cucinelli  
 Burberry  
 Cartier  
 Celine at Hirshleifers  
 Chanel  
 Chanel Fine Jewelry  
 Christian Louboutin at Hirshleifers  
 Chrome Hearts at Hirshleifers  
 Cipollini Pronto Caffè  
 Cipollini Trattoria & Bar  
 Coach  
 David Yurman  
 Dior  
 Ermenegildo Zegna  
 Fendi  
 Giorgio Armani  
 Gucci  
 Hermès  
 Hirshleifers  
 Hirshleifers Shoe Salon  
 Hugo Boss  
 ILORI Optical  
 Intermix  
 J.Crew

Jimmy Choo  
 KITH and KITH TREATS at Hirshleifers  
 Kiton  
 London Jewelers  
 London Jewelers Watch Salon  
 Loro Piana  
 Louis Vuitton  
 Max Mara  
 Michael Kors Collection  
 Morgenthal Frederics  
 MRKT Hirshleifers  
 Prada  
 rag & bone  
 Ralph Lauren  
 Salvatore Ferragamo  
 Sneakerology | Exit 36  
 St. John  
 The Shoe Box  
 Theory  
 Tiffany & Co.  
 Toku Modern Asian  
 Tory Burch  
 TWO by London  
 Valentino at Hirshleifers  
 Van Cleef & Arpels  
 Veronica Beard  
 Vilebrequin  
 Vince  
 Wolford  
 Zimmermann

## WHEATLEY PLAZA

Bar Frites Restaurant  
 Ben's Kosher Restaurant  
 Bluemercury  
 Brooks Brothers Red Fleece  
 Everafter  
 Funky Monkey Toys & Books  
 Jildor  
 Lazar's Chocolate  
 Leggiadro  
 London Jewelers  
 Maddy's 390  
 Mansouri  
 The Look  
 Optyx  
 Salon Pop  
 Sneakerology  
 Steven Dann  
 Susan Hanover Designs  
 Tutti  
 The Westside  
 Wheatley Beauty Nails & Spa

*Champions for Charity®* was founded by Americana Manhasset in 1996. This annual holiday shopping benefit has been embraced by the community, growing to support over 120 not-for-profit organizations with the participation of over 70 Americana Manhasset and select Wheatley Plaza stores. Now in its 24th year, *Champions for Charity®* has raised nearly 13 million dollars. Taking an active role in the community has been an integral part of Castagna Realty Retail Group's mission and particularly throughout Americana Manhasset's 62 year history.