

Charity Auction with Simon de Pury, Chairman and Chief Auctioneer for Phillips de Pury & Company is a Success

Last week, hundreds of warmhearted members of New York's Jewish community gathered in New York to participate in Sensi, an art auction and wine tasting event benefiting Meir Panim Relief Centers in Israel.

Sensi offered activities to indulge the senses while introducing the sensibility to "give". It was organized by a volunteer group of up-and-coming young professionals from Manhattan's Upper West Side, who create a unique event each year to support and raise awareness for a worthy cause. In response to the challenges faced by Israel after the summer of 2006, they chose Meir Panim.

The Andrès Escobar designed hall where the event was held, was a perfect backdrop for the vibrant collection of fine contemporary artwork, graciously donated by 89 contemporary and/or Israeli artists.

Attendees sampled top-tier wines from Royal Wine Corporation's Israeli portfolio, much of which was generously donated by Royal, as well as a number of wines from three exciting Israeli boutique wineries (Zemora, Katlav and Tanya) whose wines are not available in the United States.

An exquisite selection of luxury prizes, valued at close to \$18,000 and contributed by generous individuals and companies, was on display in locked glass cases, which guests attempted to open using keys they received during registration. The cases opened easily for more than ten lucky winners, who instantly retrieved their new gifts.

The program began with an introduction by Nicole Katz, who planned and organized the event along with Daniella Kahane, Maya Abitbol, and committees.

Michael Fromm, chairman of American Friends of Meir Panim, spoke about the economic situation in Israel, where one out of every three children lives in poverty and suffers hunger almost daily. He described some of Meir Panim's activities providing immediate relief, including free restaurants serving 7,600 meals a day, hot lunches for 11,000 schoolchildren, job training programs, after-school centers, assistance for lone soldiers, meals-on-wheels, and many other programs and services.

Renowned auctioneer Simon de Pury, of Phillips de Pury & Company, opened and conducted the live art auction. His expertise, warmth, and wit made the auction an exciting, and profitable, highlight of the evening. More than a quarter of a million dollars was raised for Meir Panim.

More information about Meir Panim can be found at www.meirpanim.org.

