

**Press Contact: Marcy Clark PR**  
212.729.9619 | marcy@marcyclarkpr.com

**For Immediate Release**

**INTIMATE APPAREL SQUARE CLUB ANNOUNCES NAME CHANGE TO:  
PROJECT HELP US GIVE**

New York, NY, June 2016 - At a popular and well attended New Member event in Manhattan this Tuesday June 21st, the Intimate Apparel Square Club, the historic 61 year old New York-based charity, announced that it will rename itself as Project Help Us Give.

As well as formally announcing their name change from the Intimate Apparel Square Club to Project Help Us Give, the club debuted their new logo - a colorful, stylized rendition of 4 people "Hugging".

Project Help Us Give President Clelia Parisi explained the multi-faceted importance of the new name: "We celebrate our 61st year as a New York based Charity. We celebrate our collaboration with NYU Langone's Rusk Institute of Rehabilitation Medicine. And we celebrate our members who volunteer their time to better serve our community. We want the name of our club to be more inclusive of other industries and also to be formally known as HUG since our annual HUG gala has been celebrated for more than 25 years and it is already how most people know us."

The club also announced their new mission statement: "To unite individuals in a charitable organization, and to partner with pediatric healthcare and service providers to deliver the best care and to contribute to children's independence and optimize their quality of life."

The club shared that they are opening up to New Members who want to get involved in the following ways: to give back, to help organize our annual events, to visit the children in the Hospitals for our organized play time called "Helping Hands" or even to help with marketing efforts or web design. Project Help Us Give is ready to grow their brand and continue the important work that they do in New York.

The club's annual H.U.G. Gala will take place on Wednesday, November 2, 2016 at the luxurious 230 FIFTH PENTHOUSE in New York City. In attendance will be apparel industry executives from the retail, manufacturing and supply sectors. The funds raised will benefit Rusk Rehabilitation's pediatric programs and other children's services at NYU Langone Medical Center. To date, the H.U.G. Gala has raised more than \$6 million for Rusk pediatric rehabilitation and Tisch Hospital programs. This year the club will honor the Target Corporation and PVH Corp (Calvin Klein, Tommy Hilfiger, Van Heusen, IZOD, ARROW, Speedo, Warner's and Olga).

**ABOUT THE H.U.G. GALA**

Established in 1955, Project Help Us Give, Inc., is a 501(c)(3) nonprofit organization. The Club's annual fundraiser, which was renamed the H.U.G. (Help Us Give) Gala in 1998, honors well-respected, high-profile companies and individuals, and has generated more than \$6 million in support of Rusk Rehabilitation at NYU Langone Medical Center.

To learn more about Project Help Us Give, the H.U.G. Gala or to donate, visit [www.ProjectHelpUsGive.org](http://www.ProjectHelpUsGive.org). You can also contact the H.U.G. office by email

[ProjectHelpUsGive@frontier.com](mailto:ProjectHelpUsGive@frontier.com) or phone: 845-758-5752.

#### ABOUT RUSK REHABILITATION AT NYU LANGONE MEDICAL CENTER

Rusk Rehabilitation has been ranked the best rehabilitation program in New York and one of the top ten in the country since 1989, when US News and World Report introduced its annual "Best Hospitals" rankings. Rusk is among the most renowned centers of its kind for the treatment of adults and children with disabilities—home to innovations and advances that have set the standard in rehabilitation care for every stage of life and every phase of recovery. To learn more about Rusk Rehabilitation, visit <http://nyulangone.org/locations/rusk-rehabilitation>.