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Jazzy New York Benefit Jan. 17 Brings New York Leaders Together to Help Restore the Architectural Fabric of Diverse New Orleans Neighborhoods; Raises \$300,000 for the Cause

"Preservation is a cornerstone of building and nurturing a sustainable community. The work of the Preservation Resource Center of New Orleans is a model for the country and, in the wake of the devastation of Hurricane Katrina, it is among the most compelling examples of sound stewardship of resources."
--Al Gore

Mayor of New York City **Michael Bloomberg** joined CNN's **Soledad O'Brien**, entertainer **Harry Shearer** and Preservation Resource Center Board Chair Bob Brown on the stage of Jazz at Lincoln Center's Allen Room January 17, highlighting an evening that focused on rebuilding, revitalizing and preserving the architecture of New Orleans – the nation's most culturally diverse city.

The event, which attracted about 450 people, raised \$300,000 to preserve and restore the damaged architecture of the city, in every neighborhood and at all economic levels.

During the evening, the Preservation Resource Center presented its first-ever New Orleans Citizenship Award to **Time Warner, Inc.**, for keeping the nation focused, through responsible broadcast and print journalism, on the needs of New Orleans as it works to recover and rebuild in the wake of one of the worst disasters in American history. O'Brien accepted the award for Time Warner. Others attending from Time Inc. included **Ann Moore**, chairman and CEO; **John Huey**, editor-in-chief; and **Martha Nelson**, editor, The People Magazine Group. **Richard Parsons**, chairman of the board of Time Warner, Inc., was also on hand for the New Orleans-flavored festivities.

Mayor Bloomberg emphasized the importance of New Orleans to the nation. "We need Louisiana and New Orleans to come back in a big way," he said. "It is very difficult to rebuild after a catastrophe like Hurricane Katrina. It requires people who have courage and love their city.

"Helping New Orleans to recover is something I think everybody in New York ought to do," the mayor continued. New York's response with sanitation trucks and firefighting equipment after Katrina slammed New Orleans is "payback for the help that New Orleans gave New York after the 9/11 attacks."

New Orleans "has a long ways to go," said Bloomberg, who has been mentioned as a possible presidential candidate. "The problems are of a magnitude that are impossible to understand unless you go and see it."

Part-time New Orleans resident Harry Shearer noted that continual media attention to the catastrophe and the issues around rebuilding of the region is essential. "More people know about the Minneapolis bridge collapse than about New Orleans," he said.

Time Warner was honored for its focus, through print and electronic media, on the needs of New Orleans. "It's our privilege to stay invested in the city," said O'Brien, accepting the award.

The cocktail reception featured New Orleans pianist and patriarch **Ellis Marsalis** performing with the **Derek Douget Band**.

Co-chairs for the event were **Randy Fertel**, **Bernadette Murray**, and **Hal Williamson**. Among others attending were **Paul Goldberger**, author and architectural critic for *The New Yorker*; **Nick Lemann**, dean of Columbia School of Journalism, author, and contributor to *The New Yorker*; **Calvin Trillin**, author, humorist and writer for *The New Yorker*; and **Alice Waters**, honorary artistic director for the event: the woman who, from Chez Panisse in Berkeley, changed the way America eats to emphasize fresh and local; patron of the Edible Schoolyard New Orleans at Green School (a public charter)

In the wake of Hurricane Katrina, PRC has championed efforts to rebuild New Orleans – especially in underserved communities – in a way that is sensitive to its past and to its residents, believing that preserving a city's architecture and neighborhoods are tantamount to preserving its soul.

Since Katrina, the PRC has assisted over 5,000 families in saving their homes while restoring and bringing 100 other families back to rebuilt residences. The organization reaches out to homeowners in need to show them how to rescue their historic homes – the shotguns, Creole cottages, camelbacks, and other architectural genres that make up the unique neighborhood fabric of the city.

In the last 27 months, PRC has also built effective coalitions of national and international organizations, including the National Trust for Historic Preservation, Rebuilding Together National and American Express.

For more information, visit www.prcno.org.