

Prize4Life Launches “Art, Life, Spring” Online Art Auction to Raise Funds for Lou Gehrig’s Disease Research

Pre-Auction Art Showing at Sotheby’s on May 20, 2010

New York, NY – May 3, 2010 – Prize4Life (www.prize4life.org), a nonprofit organization founded to accelerate research in Lou Gehrig’s disease, launched its “Art, Life, Spring” charity auction today featuring dozens of works by top artists to raise funds for its mission. The auction will be open for bidding online from May 3, 2010 through June 3, 2010 at [charitybuzz](http://www.charitybuzz.com), the leading destination for online charity auctions, at <http://www.charitybuzz.com/auctions/Prize4Life>. A companion live auction and gala fundraiser, led by famed Sotheby’s auctioneer Jamie Niven, will be held at The Roger Smith Hotel in New York City on May 27, 2010 to raise additional funds.

“Prize4Life is thrilled to be launching this auction. Thanks to the generosity of our sponsors and artists, and our dedicated team, we have an incredible selection of lots. One hundred percent of the proceeds will go directly to ending ALS/Lou Gehrig’s Disease through our programs,” said Avi Kremer, co-founder and CEO of Prize4Life.

The auction includes work by sculptors Boaz Vaadia and Tim Prentice, painters Miriam Cabessa, Natan Elkanovich, Engels, and Carol Anthony, photographers Isack Kousnsky, Nancy Rudolph, Tal Shochat, and Nobel laureate Wally Gilbert, among other incredible donated pieces.

A pre-auction art showing and cocktail reception at Sotheby’s Auction House on Thursday, May 20 is open to the public with RSVP at <http://www.prize4life.org/page/5875>.

Works available for online bidding include:

- *Squares* by Rachel von Roeschlaub
- *At the Beach II* by Natan Elkanovich
- *Easter in Rockefeller Center* by Nancy Rudolph
- *Hanna & Shemu’el, 1988* by Boaz Vaadia
- *Gold Landscape, 2009* by Miriam Cabessa
- *Untitled* by John Bisbee
- *Igor Stravinsky* by Barbara Thacher
- *Pear* by Carol Anthony
- *Window Box, 2002* by Tim Prentice
- *Four Faces Inverse 2/5, 2009* by Wally Gilbert
- *Sad Teddy, 2000* by Nahum Moses
- *Sharing a Cheroot. Inle Lake, Myanmar, 2000* by Diane Waller
- *The Bridge, 2008* by Marian Heard
- *Boy’s Head, 2007* by Itamar Jobani
- *Untitled #100, 2002* by Leora Laor

Online Bidding in the “Art, Life, Spring” Auction is open to the global community through June 3rd. Bidders must complete a simple registration process with a valid credit card at <http://www.charitybuzz.com/auctions/Prize4Life> to place a bid.

For more information on the Prize4Life auction, please visit www.Prize4Life.org.

About ALS

Known in the United States as Lou Gehrig’s Disease, ALS is a rapidly progressing neurodegenerative disease that typically takes the life of patients within 2-5 years of diagnosis. It is caused by the degeneration of motor neurons, the nerve cells in the central nervous system that control voluntary muscle movement. It most commonly strikes people between the ages of 40 and 70, and affects men slightly more than women. ALS is the most common motor neuron disease worldwide, and as many as 30,000 Americans struggle with it at any given time. There is no known cure for ALS and only one modestly effective FDA-approved treatment for the disease.

About Prize4Life

Prize4Life was founded by a group of Harvard Business School students when one of them, Avi Kremer, was diagnosed with ALS at the age of 29. Prize4Life works to accelerate the discovery of a treatment and a cure for ALS by using powerful incentives to attract new people and ideas, and to leverage existing efforts and expertise in the ALS field. Among other program initiatives, the organization currently administers the ALS Biomarker Prize Challenge, the Avi Kremer ALS Treatment Prize, and an ALS research portal (www.ResearchALS.org).

About charitybuzz

A leader in cause marketing, charitybuzz (www.charitybuzz.com) aligns nonprofits with international brands and celebrity icons to raise funds through innovative online auctions. Featuring pop culture experiences, VIP events, luxury travel, fine art, jewelry, fashion and sports memorabilia, charitybuzz brings its online community of upscale, socially conscious bidders exclusive opportunities to make a difference. The company enables its bidders to truly doGOOD and liveWELL, generating millions of dollars for charities around the globe. To learn more, please visit www.charitybuzz.com or email info@charitybuzz.com.

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