



September 10, 2008

A GIVING HORN

By Lois Weiss

Wednesday, September 10, 2008 - Kenneth S. Horn, Esq., President of Alchemy Properties, has been appointed a board member of The Catalog for Giving® of New York City. Horn will be honored for his work in the community on October 21, 2008 at its Urban Heroes Awards benefit.

Raised in the Crown Heights and Flatbush neighborhoods of Brooklyn, Horn attended Madison High School where, even as a teenager, he recognized that young adults need structure and attention in order to thrive and reach their potential.

Horn describes The Catalog as a "financially responsible organization that positively impacts the lives of at-risk youth, provides opportunities to those most in need, and is lead by individuals who are devoted to the cause."

Horn joins the board at a time of transition; The Catalog will announce its ten new member organizations in the late fall.

The mission of The Catalog for Giving is to transform the lives New York City children and teens whose opportunities are severely limited by poverty, crime, drugs and violence. The Catalog identifies, funds and supports emerging local organizations that use extraordinary approaches to set disadvantaged young people on new paths to success.

Expenses of The Catalog for Giving are fully funded by its board of directors, so that 100 percent of donations go to the featured organizations and the young people they serve. Since its inception in 1994, The Catalog has raised over \$10 million for its programs and helped transform the lives of more than 100,000 children across the five boroughs.

For more information, call (212) 765-8212 or visit www.catalogforgiving.org.