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PRESS CONTACT: John S. Shore

BOARD VOLUNTEER

Shore Public Relations

214-352-5111 or 214-738-1516

jshore@shorepr.com

2010 BLACK TIE DINNER ANNOUNCES
2010 PRESENTING SPONSOR AND RAFFLE VEHICLE

BOARD OF DIRECTORS
LOOK FORWARD TO AN OUTSTANDING YEAR

DALLAS (February 15, 2010) – The Black Tie Dinner Board of Directors is proud to begin its 29th year in partnership with and support of the North Texas gay, lesbian, bisexual and transgender (GLBT) community and its national beneficiary, the Human Rights Campaign Foundation (HRCF). On March 31, up-to 20 North Texas organizations will be announced as the 2010 Local Beneficiaries. While Black Tie Dinner is a single event, the annual gala results in the distribution of more than \$1 million to its beneficiaries creating a year-round operation involving Board members and volunteers.

“The magnitude of the activities and the importance of our relationships with those who consistently support the Dinner create a dynamic, non-stop calendar for this all-volunteer board. Typically, we begin the year with detailed planning activities that include intensive improvement efforts, goal setting, the local beneficiary selection process and immediate engagement with the Dinner’s sponsors,” said Co-Chair, Ron Guillard. “This year, a year the Board views as a fresh opportunity to distance itself from the economic challenges of 2009, we are already inspired with

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strong early indicators from many of our previous partners including two key local community champions, GameStop Corporation and Park Place Motorcars Dallas.”

Black Tie Dinner, Inc. has announced the return of GameStop as the exclusive Presenting Sponsor for this year’s Black Tie Dinner. GameStop, a company which scores 100 out of 100 on the Human Rights Campaign Foundation’s Corporate Equality Index, is a committed corporate partner within the GLBT and local community. GameStop, ranked 348 on the Fortune 500 largest US Companies, is the world's largest video game retailer operating over 6,100 retail stores around the world.

“We find there are a variety of reasons that Black Tie’s corporate and individual sponsors are also some of our most loyal supporters. For corporations, Black Tie Dinner is a way to meet various objectives including diversity programs, local community giving and target marketing. For individual sponsors, Black Tie Dinner is a means to support many organizations at once - or simply an exciting venue for personal philanthropic giving,” said Co-Chair Nan Arnold, “Regardless of their motives, the common and most inspiring thread, is that the individuals we connect with in these companies, as well as our individual sponsors, are all enthusiastic friends of the Black Tie Dinner, its mission and our North Texas Community. It is an honor to work with each of them.”

The Black Tie Sponsor Program contributes significant funds towards the Dinner’s top and bottom line. Individual sponsorship opportunities begin at the \$4000 Sapphire level, while corporate sponsorship opportunities begin at the \$6500 Ruby level. In addition to receiving a variety of benefits, sponsors are the first to select tables in the ballroom based on the date of sponsorship commitment and sponsorship level. 2010 Sponsorships are available now, contact Black Tie Dinner Development Director Maggie McQuown at mmcquown@blacktie.org or 972-733-9200 ext 8.

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Black Tie Dinner is also pleased to announce that for the second consecutive year, Park Place Motorcars Dallas will generously underwrite the Black Tie Raffle Vehicle. This year the prize is a 2011 Mercedes-Benz C300 Sport Sedan equipped with a 3.0 liter V-6 engine, 17-inch alloy wheels, agility control and sport suspension. The Raffle has the potential to raise \$200,000.00 for the Dinner's beneficiaries

2010 Black Tie Dinner Raffle tickets, at \$100 each, are now available for sale through Black Tie Board Members and HRC's DFW Federal Club Governing Committee and Steering Committee members. The winning ticket will be pulled on Saturday, November 6, as part of the Dinner Program, from 20 tickets previously drawn throughout the contest calendar. The first pull will be Friday, February 19th at the DFW Federal Club Mixer at Dish; other qualification pulls will be scheduled prior to the November Dinner. Raffle tickets may also be purchased from representatives of the local beneficiaries that will be announced on March 31. Look for raffle information at blacktie.org or call (214) 632-7163.

ABOUT BLACK TIE DINNER:

Black Tie Dinner, Inc. is a non-profit organization that raises funds for gay, lesbian, bisexual and transgender supportive organizations through a premier event of empowerment, education and entertainment in partnership with the community. The event has headlined local and national celebrities and leaders such as Maya Angelou, Ann Richards, Geena Davis, Lily Tomlin, Goldie Hawn, Martin Sheen and most recently, Mayor Gavin Newsom.

Black Tie Dinner honored figures in 2009 for their support of the GLBT community on a national and local level. The most recent Elizabeth Birch Equality Award, an award given in recognition of the inspirational leadership of former HRC Executive Director Elizabeth Birch, was presented to Judy Shepard. In previous years the award has been received by Elizabeth Birch, Sharon Stone, Alan Cumming, Showtime Networks/Robert Greenblatt and Bishop V. Gene Robinson. On a local level, Steve Atkinson was the recipient of the 2009 Kuchling Humanitarian Award for his extraordinary gifts of time and talents on behalf of the GLBT community. The Black Tie Media Award was given to Cyndi Lauper, in recognition of positive, increased awareness of GLBT issues in the media. In 2008 the award was given to Logo and accepted by Brian Graden, President, Entertainment, MTV Networks Music Group, and President, Logo.

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Black Tie Dinner, Inc. began in Dallas in 1982 to help support the Human Rights Campaign Fund. There were 140 guests in attendance at the first dinner, which raised \$6,000. In 2009, the dinner distributed \$1.04 million to 19 local beneficiaries and the Human Rights Campaign Foundation. In its 28-year history, the dinner has distributed almost \$14 million.

For more information about the Black Tie Dinner or this year's event, visit www.blacktie.org or call 972-733-9200, ext. 1.

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Photographs and interviews available

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