

Turtle Creek News

Established 1992 ★ Dallas Texas USA

APRIL 27, 2012

Neighborhood *news*

Neiman Marcus Named Title Sponsor For TWO X TWO Event

Cindy and Howard Rachofsky, hosts for the annual TWO x TWO for AIDS and Art, have announced Neiman Marcus as the Title Sponsor for the 14th annual event scheduled for October 20, 2012.

A dinner hosted by Claire Smith, Head of Spirit Creation and Mixology, Belvedere Vodka, a Gold Sponsor of TWO x TWO, celebrated Neiman Marcus and TWO x TWO hosts Cindy and Howard Rachofsky. The announcement event took place on Monday, April 23 at Abacus.

Since its inception, TWO x TWO for AIDS and Art has raised more than \$34 million in support of essential AIDS research at amfAR and for the Contemporary Art Acquisitions Fund at the Dallas Museum of Art.

"Neiman Marcus is proud to be the title sponsor for the 2012 TWO x TWO event. At the heart of our philosophy is a desire to be an engaged and active corporate citizen," said Jim Gold, President, Specialty Retail, The Neiman Marcus Group. "We salute the passion, dedication and hard work of Cindy and Howard Rachofsky on behalf of amfAR's AIDS research and the Dallas Museum of Art."

"Last year was a landmark one for TWO x TWO," said **Cindy Rachofsky**. "Along with our 2012 chair Amy Phelan, we wanted to develop a new playing field which would springboard us to a new level of fundraising. With Neiman Marcus as our Title Sponsor, we are confident that target goal can be achieved—and even surpassed."

Over the years, previous VIP celebrity guests at TWO x TWO events have included Sharon Stone, Sigourney Weaver, Liza Minnelli, Barry Manilow, Natasha Richardson, Dita Von Teese, Stanley Tucci, Harry Belafonte, Gavin Rossdale, Alan Cumming, and Patti LaBelle.