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**2010 PHILANTHROPY AWARD FITS THE “BILL”**  
*United Way Tocqueville Society to honor William Goldring*

**WHAT:** The United Way for Greater New Orleans Alexis de Tocqueville Award Gala honoring William Goldring

New Orleans philanthropist and civic activist William “Bill” Goldring will be honored by the Tocqueville Society of United Way for the Greater New Orleans Area at its 2010 Alexis de Tocqueville Award Gala on Saturday, November 20, 2010. Each year, the Tocqueville Society confers a single award upon a recipient who exemplifies the ideals of generosity and service to the Greater New Orleans community. “Bill Goldring’s concern for the individual as well as the community is in the true style of what Tocqueville described as the extraordinary generosity of Americans,” states Kim Sport, Tocqueville Society Chairman. “Bill was chosen because of the scope of his philanthropic leadership and his many years of selfless service. We consider it our honor to publicly acknowledge the model that Bill has set for others as a partner with United Way personally and through the Goldring Family and Woldenberg Foundations.

**WHY:** Each year, the United Way Tocqueville Society confers a single award upon a recipient who exemplifies the ideals of generosity and service to the Greater New Orleans community. In attendance among 600 guests honoring Taylor’s work in the community will be Tocqueville Society donors, who donate \$10,000 or more to United Way annually, sharing significant resources to improve the lives of fellow citizens.

**WHEN:** Saturday, November 20, 2010  
Patron Party 7:00; Dinner 8:00; Award Presentation 9:30

**WHERE:** The Roosevelt New Orleans  
123 Baronne Street

**WHO:** 700 Guests including:  
**Mayor Mitch Landrieu, Bill and Jane Goldring, Irvin Mayfield, Roger Ogden, Phyllis Taylor, Gary Ostroske, José Suquet, Margo and Clancy DuBos, Coleman Adler, John Ochsner, Charlotte Bollinger, Scott Cowen, Norman Francis, Roy Zuppardo, Kim & Mike Sport, Barbara Turner Windhorst, Flo Schornstein, Frank Stewart, Stephen Boh and Morris Bart**

*United Way for the Greater New Orleans Area continues to prove its importance in the lives of each and every New Orleanian and is pleased to announce the support of sponsors for the Tocqueville Gala: Republic National Distributing Company, Entergy Corporation, E & J Gallo Winery, The Goldring Family Foundation, Palm Bay International, Patrick F. Taylor Foundation, Peoples Health, Pernod Ricard, The Roosevelt New Orleans, Shell, St. Denis J. Villere LLC, Bacardi USA, Blue Cross and Blue Shield of Louisiana, Capital One Bank, Chevron Corporation, Constellation Brands, Kobrand Corporation, Louisiana Hospitality Foundation, Moffett Holdings, New Orleans Saints, Skyy Spirits, Trincherro Family Estates, UPS, Whitney National Bank, Adams & Reese LLP, Baptist Community Ministries, Boeing, Catholic Charities Archdiocese of New Orleans, Coaxum Enterprises, Emeril Lagasse Foundation, Enterprise Holdings, Inc., Ernst & Young, Francis Ford Coppola Winery, Sidney Frank Importing Co., Gambit Communications, Gauthier, Houghtaling & Williams, LLP, William Grant and Sons, Harrah’s New Orleans, Iberia Bank, Infinium Spirits, Jones Walker, Latter & Blum, Inc., Lemle & Kelleher LLP, Ochsner Health System, Pan-American Life Insurance Group, Proximo Spirits, Rémy Cointreau USA, Martha & Gary Solomon, Sport Family Foundation, Temple Sinai, The Wine Group, Touro Infirmary Foundation, Tulane University, United Way Women’s Leadership Council, Roger Ogden, Sara Stone, Dr. Charles Teamer, Susan and Bill Hess, Sally and Jay Lapeyre, Michelle and John Payne.*

**About United Way for the Greater New Orleans Area**

United Way for the Greater New Orleans Area is advancing the common good. By partnering with donors, employers, nonprofits, faith groups and government, United Way brings a coordinated approach to solving community problems in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington Parishes. For more information, please call 504.822.5540 or visit [www.unitedwaynola.org](http://www.unitedwaynola.org). You can find us at [www.facebook.com/UnitedWayNola](http://www.facebook.com/UnitedWayNola) or follow us on twitter: @UnitedWayNola.