MEDIA ALERT:
DIFFA ANNOUNCES 20TH ANNUAL DINING BY DESIGN FUNDRAISER TO FIGHT HIV/AIDS
Pier 92, MARCH 16 – 20

What: DIFFA: Design Industries Foundation Fighting AIDS (DIFFA) will gather thousands of designers, notable guests and avid supporters to celebrate its 20th Annual DINING BY DESIGN (DBD), March 16 – 20. As DIFFA National's largest fundraiser, DBD raises nearly a million dollars annually—contributing to over $42 million in grants to organizations combating HIV/AIDS nationwide since its founding in 1984. DINING BY DESIGN showcases imaginative, one-of-a-kind tabletop design by internationally renowned and local talent.

Where: Pier 92, Twelfth Avenue at 55th Street, NYC
For the ninth consecutive year, the New York event will be co-located with the Architectural Digest Design Show on Pier 94. On-site registration & pressroom is located at Pier 94.

When: Thursday, March 16 – Monday, March 20, 2017

COCKTAILS BY DESIGN Preview Party
Thursday, March 16, 6:30 – 9:30pm
Early bird tickets $150 (Through March 2, 2017)
Designers and guests mingle surrounded by dazzling dining installations. Treats from NYC's top restaurants and gourmet food purveyors will be served along with wine and specialty cocktails.

PUBLIC VIEWING
Thursday, March 16 – Saturday, March 18, 10am -6pm
Sunday, March 19, 10am – 5pm
General admission $30 + tax ($40 at the door)
Visitors are invited to explore the latest in design trends while viewing opulent dining installations and shopping the silent auction.

GALA DINNER
Monday, March 20, 6:30 – 10:30pm
Tickets $500

Cocktails and table-hopping are followed by an elegant seated VIP dinner accompanied by dancing and a silent auction.

Who: This year's ever-growing list of sponsoring brands and designers include:

Event Sponsors: Benjamin Moore and Heritage Home

Media Sponsors: Architectural Digest, Interior Design

Industry Partner: New York Design Center, designed by Brad Ford and FAIR

Diamond Sponsor: Crate and Barrel and Gensler + Knoll + EvensonBest

Platinum Sponsors: AJ Madison & Viking, Capellini, LUXE Interiors + Design/Cambria, M Moser Associates, Perkins + Will, Steelcase, Coalesse, Designtex & Empire Office, Poltrana Frau with collaboration of LASVIT Lighting and Orley, Ralph Lauren, and Roche Bobois + Gensler

Gold Sponsors: Arteriors, Blue Ocean Design & Charleston Limewash, Design Within Reach, Florim, Herman Miller, Humanscale, Tai Ping, Materials Inc + Steelite + Tzelan, and Rockwell Group. For information on sponsorships, please contact swilliams@diffa.org

Designers and additional sponsors will be announced in the coming weeks, and will be posted online at diffa.org/sponsors-and-designers.

Interviews are available with DIFFA Executive Director Johanna Osburn, DIFFA Board Chair and Interior Design Editor in Chief Cindy Allen, DIFFA board members, DBD designers, and DBD event sponsors upon request.

About DIFFA:
DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that fight HIV/AIDS by providing treatment and direct care services for people living with or impacted by the disease, offering preventative education programs targeted to populations at risk of infection, or supporting public policy initiatives. DIFFA is one of the largest funders of HIV/AIDS service and education programs in the United States, mobilizing the immense resources and creativity of the design community. Since its founding in 1984, DIFFA has emerged from a grassroots organization into a national foundation based in New York City with chapters and community partners across the country that, working together provided more than $42 million to hundreds of HIV/AIDS organizations nationwide. www.diffa.org.

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