Sold-Out Luncheon Raised More Than $130,000 for National Jewish Health

MARCH 22, 2019

Boca Raton, FL — “Lilac Girls” Author Martha Hall Kelly drew a sold-out audience and helped raise more than $130,000 at The New Directions for Women Luncheon, held March 7 to support care and research at National Jewish Health, the nation’s leading respiratory hospital. Funds raised will be used to research and find better treatments for respiratory, cardiac and related diseases at National Jewish Health.

Martha Hall Kelly spoke eloquently about her research for her *New York Times*’s best-selling book, *Lilac Girls*. The book tells the true story of 72 Polish women imprisoned in a German concentration camp, some of whom later came to National Jewish Health for treatment. Guests were especially touched by the connection to National Jewish Health in the book. Jill Deutch, the patient speaker, a local celebrity in her own right, shared her experience of how National Jewish Health gave her the opportunity “to tell her own story, so no one else would have to” and brought many in the audience to tears.

The annual New Directions for Women Luncheon is a premiere fundraising event for National Jewish Health and raises awareness of heart and lung health for women. At National Jewish Health, world-class physicians and scientists seek to understand the unique symptoms, diagnoses and social issues women face with heart and lung
disease.

Luncheon Co-Chairs were Susan W. Goldstein and Shirley Stern. See the full list of the Luncheon Committee. Susan
W. Goldstein was the event’s VIP Patrons’ Cocktail Reception Sponsor. Other major Luncheon sponsors included
Book Sponsors Jodi Furr Colton, Marital & Family Law, Brinkley Morgan; and The Law Offices of Pamela Higer Polani.
See a full list of sponsors.

For more information, visit fnewdirections.org or contact Allyson Harman at 561.477.5400 or HarmanA@njhealth.org.

National Jewish Health is the leading respiratory hospital in the nation. Founded 121 years ago as a nonprofit hospital,
National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and
treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National
Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the
media resources page.

Media Contacts

Our team is available to arrange interviews, discuss events and story ideas.

William Allstetter
303.398.1002
allstetterw@njhealth.org

Adam Dormuth
303.398.1082
dormutha@njhealth.org