**Date:** July 14, 2023

**Contact:** Michael Puglia | 716.390.1393 | PR@19ideas.com

**CHILD AND FAMILY SERVICES RAISES MORE THAN $100,000 AT HEARTLIGHT AT THE HARBOR NERDS GONE WILD CONCERT**

*Funds raised will benefit the essential services provided to the*

*eight counties of Western New York*

**BUFFALO, NY:** [Child and Family Services](https://cfsbny.org/) raised $100,015 at the Heartlight at the Harbor concert. Held at Outer Harbor’s Lakeside Lawn, the event featured a concert headlined by Nerds Gone Wild and was attended by more than 300 individuals. Funds raised will benefit the essential resources and programs that Child and Family Services provides to the communities within the eight counties of Western New York.

“Thank you to everyone who made this year’s Heartlight at the Harbor the success it was, especially Nerds Gone Wild, Explore & More Children’s Museum and West Herr Auto Group,” said Child and Family Services President and CEO Elizabeth McPartland. “Tonight’s event is a celebration of the last 150 years that led us to this point — and to this new, exciting chapter ahead of us. Our new mission is clear, and our hearts are full.”

Heartlight at the Harbor began at 5:30 — with the Nerds Gone Wild taking the stage at 6:00 p.m. — and ran until 9:00 p.m. Attendees enjoyed a number of events, including:

* Bubble activities from Explore & More Children’s Museum
* A human-powered hamster wheel that churned out snow cones
* Local food trucks
* Kids’ games and activities

Most recently, Child and Family Services announced the celebration of its 150-year anniversary. As part of this milestone, the organization unveiled a new brand, logo, color palette, mission, vision, and brand positioning statements that more firmly align the organization with its strategic vision for the future: a thriving community where all people live in safety with dignity.

**About Child and Family Services**

Founded in 1873, Child and Family Services relies on its generations of expertise and multi-faceted programs to provide the people of its region with essential resources. C+FS is a not-for-profit organization accredited by the Council on Accreditation and a member agency of the United Way. It serves children, adults, and families in the eight counties of Western New York without regard to race, creed, national origin, sexual orientation, or economic status. Learn more at [cfsbny.org](http://cfsbny.org/).

###