

### THE COLLECTION PORSCHE A PROUD SPONSOR OF DOCTORS HOSPITAL 3<sup>RD</sup> ANNUAL FUNDRAISING BALL

MIAMI – [THE COLLECTION Porsche](#) was proud to be a sponsor of the [Doctors Hospital Whimsical Wonderland Ball](#), the grand finale to South Florida gala season, on May 17 at the Arena at [FIU](#). Throughout the evening, over 700 guests spiraled down the rabbit hole while enjoying awe-inspiring interactive entertainment in benefit of the hospital's OR Renovation Project. The event raised over \$700,000 for the hospital.

"We were thrilled to be a part of this wonderful evening raising money for a great cause," said [Ken Gorin](#), President and CEO of THE COLLECTION. "It was truly a magical event. I never would have thought that I would see a **Macan** covered in colorful mushrooms!"

[THE COLLECTION Porsche](#) had a premier table and display sponsorship. The ten person table included THE COLLECTION executives, Porsche Associates, and top Porsche clients. Six Porsches were displayed outside the entrance to the venue, including two Macans and a **Panamera S E-Hybrid** with plug-in station.

THE COLLECTION also underwrote the "Mushroom Bar Lounge" as a corporate underwriting photo opportunity. The lounge had a garden feel, with grass-textured sofas, complete with THE COLLECTION and Porsche branded pillows, allowing guests to have a moment of peace away from the madness. The photo opportunity featured a Macan wrapped in a psychedelic, mushroom print. A caterpillar dancer slinked around the vehicle, posing with guests for a picture-perfect moment. Guests took home pictures from the on-site professional photographer in their branded THE COLLECTION Porsche photo holders.

Guests danced to the sound of the Drew T Band and were enthralled by an electronic art performance of Mobius 8, stilt walkers, an interactive food wall and interactions with Alice in Wonderland characters, including the Queen of Hearts, the Mad Hatter, and a Cheshire Cat aerialist.

THE COLLECTION provided 300 Macan LED bracelets for VIP auction participants. The live auction featured six hand-selected luxury experiences. THE COLLECTION donated a [Porsche High-Performance Sport Driving Experience](#) with first-class airfare, a complimentary weekend loaner on a Porsche Panamera S E-Hybrid as an add-on to a dining experience and resort package, and a Porsche pedal car. A Porsche pedal car was also donated to the silent auction. Program inserts specific to THE COLLECTION Porsche were printed and placed in all programs to encourage bidders on the Driving Experience.

The renovated OR will allow Doctors Hospital to continue providing high-quality compassionate care while meeting the evolving healthcare needs of the community.

# THE COLLECTION®



## **ABOUT BAPTIST HEALTH FOUNDATION:**

Doctors Hospital is a 281-bed, acute-care facility that has provided high-quality medical care since 1949. Based in Coral Gables, the hospital is recognized for its services in neurosurgery, orthopedics, sports medicine, general surgery and minimally invasive robotic and laparoscopic surgery. Its nationally recognized sports medicine program serves the Miami HEAT, Miami Dolphins, Florida Panthers, FIU athletics, Discover Orange Bowl, Sony Open Tennis, World Golf Championship – Cadillac Championship, Miami Marathon & Half Marathon, and Miami-Dade County Public Schools athletics. Doctors Hospital developed the first Gamma Knife program in Florida, and since 1993 has been a leader in neurological patient care, serving patients from the United States and abroad. For more information about Doctors Hospital Foundation, please contact Natalia Ferrer at 786.308.3577 or at [nataliafe@baptisthealth.net](mailto:nataliafe@baptisthealth.net).

Doctors Hospital is part of Baptist Health South Florida, the largest faith-based, not-for-profit healthcare organization in the region. In addition to Doctors Hospital, Baptist Health includes Baptist Hospital, South Miami Hospital, Baptist Children's Hospital, Miami Cardiac & Vascular Institute, Mariners Hospital, Homestead Hospital, West Kendall Baptist Hospital, Baptist Outpatient Services, Baptist Health Medical Group and Baptist Health Quality Network. Baptist Health Foundation, the organization's fundraising arm, supports services at all hospitals and facilities affiliated with Baptist Health. For more information, visit [BaptistHealth.net](http://BaptistHealth.net) and connect with BaptistHealthSF on Facebook, Twitter, and YouTube.

## **ABOUT THE COLLECTION:**

On the corner of Bird Road and Ponce de Leon Boulevard in Coral Gables stands Florida's definitive luxury automobile destination, THE COLLECTION. President and CEO, Ken Gorin, a 36-year industry veteran in the exotic and luxury automobile business has built a world-class destination housing the globe's most celebrated automotive brands: Audi; Porsche; Ferrari; Maserati; Aston Martin; Jaguar and McLaren. THE COLLECTION's success is credited to outstanding service, exceeding customer expectations and to a staff that treats customers like members of their family. THE COLLECTION's facilities include a state-of-the-art service department, parts facility, and boutique to outfit today's high performance enthusiast. In October 2010, THE COLLECTION proudly inked a deal with three-time NBA Miami HEAT Champion, ten-time NBA All-Star, and Olympic Gold Medalist, [Dwyane Wade](#). As South Florida's hometown hero, Wade helped lead the Miami HEAT to all three NBA championships in the franchise's history, while enriching the community through his Wade's World Foundation. He is now teamed up with THE COLLECTION as the face of the brand. To experience THE COLLECTION, call 305.444.5555, or visit [www.thecollection.com](http://www.thecollection.com).

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