

Magic and Models For Kids' Charity

BY MIKE VILENSKY

"I'm busy! I'm working!" said Alan "Ace" Greenberg, the former Chairman of Bear Stearns, while shuffling a deck of cards at the Midtown Hilton. Bob Wolf, a friend of Mr. Greenberg's, pulled out a Queen of Hearts and signed it with his initials. Moments later: Voila, Mr. Greenberg magically pulled the same card from Mr. Wolf's wallet.

"Is there any way you and I just met or arranged something today?" said Mr. Greenberg to Mr. Wolf. There was no way. Only one explanation sufficed: "Ace is magical," said Joe Weilgus.

Mr. Greenberg performed that trick, among others, at the annual Sunshine in the City Gala, benefitting Project Sunshine, the not-for-profit organization founded by Mr. Weilgus,

34 years old, from his dorm room in the late 1990s. The organization sets up volunteers with artistic, educational and nutritional programming for children facing medical challenges and their families around the country and internationally. Mr. Weilgus, who runs investment management firm New Legacy Capital, described Mr. Greenberg, now a philanthropist, as a "dear friend and mentor." Mr. Weilgus added: "I try to make my money to give my money here."

Miss USA, Alyssa Campanella, was at the event, along with Miss Teen USA, Danielle Doty, and Miss Universe, Leila Lopes, who were sitting next to one another and answering questions nearly in unison. The former, 19 years old, said her "platform" is "teen issues: cyber-bullying and peer pressure." The latter, 26 years old, fo-



Matteo Prandoni/BFA

Danielle Doty, Leila Lopes and Alyssa Campanella with children benefiting from Project Sunshine's services.

cuses on HIV/AIDs education.

Mr. Greenberg was the evening's only magical guest. "I learned all this last week and I've practiced a lot," he joked,

shuffling his deck. Does he see any similarities between magic and financial services? He gave it a moment before deciding: "I don't think so!"