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Fishing Buddies Raise Money For Homeless

Kenneth Cole And Jon Bon Jovi Host New York Fundraiser

NEW YORK, Jan. 28, 2007



The R.S.V.P. event featured a silent and live auction hosted by Kenneth Cole, left, and a live acoustic performance by Bon Jovi. (Getty Images/Bryan Bedder)

(CBS) International rock star Jon Bon Jovi and designer Kenneth Cole teamed up Thursday night for charity at New York's Tribeca Rooftop penthouse.

The two hosted the event, entitled R.S.V.P. To Help (named after Kenneth Cole's new fragrance), that raised upwards of a million dollars for Habitat For Humanity, Help USA, and the Philadelphia Soul Charitable Foundation.

"Jon has been doing homeless outreach for a while as have I. We met at a homeless event several years ago," Cole

told **The ShowBuzz** pointing in Bon Jovi's direction. "We realized that maybe there's a way to consolidate our resources where one plus one can equal a lot more than two."

R.S.V.P. To Help featured a silent and live auction hosted by Kenneth Cole, a live acoustic performance by Bon Jovi and surprise guest Richie Sambora, and stand-up comedy from comedian Lewis Black.

Auction items included a luxury yacht cruise to St. Bart's, dinner in New York with Bon Jovi, and a private golf lesson with Tiger Woods.

When asked about his charitable work, Bon Jovi said, "Walk the walk if you're going to talk the talk ... It makes me feel good ... And I hope that if I can tell anybody from any other walk of life do something like that and it makes you feel good it's well worth the investment of your time."

Celebrity guests included shock jock Howard Stern and actor David Schwimmer, both of whom breezed by the media.

Cole and Bon Jovi are friends according to the American designer. "Jon and I went fishing this summer, that was fun. Then we do some of the other normal stuff as well," he said.

By Muni Jaitly
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