



Genevieve Piturro

For many underprivileged children, nighttime often means a hard end to an equally hard day. Many go to bed wearing their street clothes or wearing nothing at all. That's where Genevieve Piturro and the Pajama Program step in. This year, with 62 chapters across 40 States in America, Pajama Program enters its 11th year hitting a major milestone – the organization has given away 1 MILLION pajamas and books to children in need.

Genevieve founded Pajama Program in 2001 to help create a warm and nurturing bedtime environment for youngsters living under difficult circumstances. Pajama Program, a 501 (c) (3) not-for-profit organization targets children in need ranging in age from newborn to 17, many who are without parents and/or permanent homes. It is through her dedication and commitment that to date, the organization has been able to provide more than 1 MILLION new pajamas and new books to children in need in the U.S.

In addition to her appearance on OPRAH (which aired 3 times), Genevieve has appeared for Pajama Program on *TODAY* (NBC), *Good Morning America* (ABC), *The Early Show* (CBS), CNN, *Fox & Friends*, *O-The Oprah Magazine*, *The Wall Street Journal*, *Glamour Magazine*, *SELF Magazine*, *American Baby*, *Parenting Magazine*, *Parents Magazine*, *Woman's World* and hundreds of local media outlets.

Genevieve's entrepreneurial spirit was fueled by her extensive background in marketing, first in the television syndication arena for many years and then for an event planning company with offices in London and NYC. She started Genevieve Unlimited in 1993 to service entertainment companies in their efforts to gain a competitive edge in the world of promotion. Clients included ABC-TV, Bravo Cable Network, *Sport Magazine* and Broadway and London productions of "Crazy for You" and "Grease."

Genevieve currently writes a blog for *The Huffington Post*. In November, 2011, she was named one of Westchester's Most Enterprising Women by *914INC* magazine published by *Westchester* magazine and in March, 2011 she was presented with the Thomas Caramadre Humanitarian Award by the Yonkers Chamber of Commerce. Genevieve is on the Board of Directors of the Spirit of Hope Scholarship Foundation, a non-profit inspired by Pajama Program.

A Yonkers, New York native, she is a graduate of Fordham University. Genevieve currently resides in Irvington, N.Y. with her husband, Demo DiMartile.