

## **PRESS RELEASE\*PRESS RELEASE\*PRESS RELEASE**

FOR IMMEDIATE RELEASE  
NOVEMBER 1, 2009  
(PHILADELPHIA, PA)  
**PHOTO/VIDEO OPPORTUNITY**  
**DAY OF EVENT NUMBER (267) 629-9054**

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### **THE WELLNESS COMMUNITY OF PHILADELPHIA'S "IN FASHION!" MONDAY, NOVEMBER 16, 2009 AT 11:30 A.M. WITH DESIGNER TORY BURCH**

**WHAT:** The Wellness Community of Philadelphia (TWCP) is hosting a luncheon and fashion show featuring designer Tory Burch. The models, who are all cancer survivors, will present Burch's Holiday 2009 Collection, and guests may meet the designer.

**WHERE:** Gulph Mills Golf Club, 200 Swedeland Road, King of Prussia, Pennsylvania, 19406-3667

**WHEN:** Monday, November 16, 2009 at 11:30 a.m.

#### **SCHEDULE:**

**11:00 a.m.** Press arrives and is invited to meet Tory Burch and take photographs. No interviews after 11:30 a.m.

**11:30 a.m.** Guests arrive

**12:15 p.m.** Guests seated; Kimerly Hinkelman, **TWCP** executive director, provides introductory remarks

**12:18 p.m.** Jill Durovsik, immediate past chair, welcomes guests

**12:21 p.m.** Patty Isen, board member, introduces Tory Burch

**12:24 p.m.** Tory Burch speaks

**12:30 p.m.** Fashion show begins

**12:50 p.m.** Lunch

**1:20 p.m.** Dessert and shopping

**2:00 p.m.** Silent auction closes

**DETAILS:** Tory Burch is a lifestyle collection of sophisticated clothing and accessories with an eclectic feel that is both distinctive and accessibly priced. Tory Burch's signature look, defined by bold colors, graphic prints and unique detailing, is sought-after by women of all ages. Approximately 200 guests from the Main Line and Greater Philadelphia area will receive a gift bag provided by Burch. Tickets for this event are \$150 and benefit **TWCP**, as does 20 percent of Tory Burch sales generated from this day. Please contact Scott Bluebond to learn more.

**MODELS:** Anne Burch, Lu Ann Cahn, Ceil DiGuglielmo, Jeanne Egan, Barbara Gisel, Wendy Haabestad, Lauren Hart, Daria S. Pew, Lynn Roseman, Marla G. Roshkoff, Rachel Delano Schwartz, Nicole Stamps, Nina Weisbord and Ilana Wolfson; make up courtesy of OMG Salon.

**"IN FASHION!" COMMITTEE MEMBERS:** Jill Durovsik, co-chair, Patricia Isen, co-chair, Barbara Albert, Tisa Baena, Barbara J. Barnhart, Pam Berkman, Chris Berrettini, Gwen Bianchi, Shauna Binswanger, Rita Birnhak, Colleen Bonner, Donna Brooks, Lydie Szabo Brown, Shelly Brown, Chris Bruckner, Susan Buckley, Amanda Burch, Susan Burch, Gretchen Burke, Melanie Cox, Jean Ann Dandorph, Marianne Dean, Marcy Deringer, Linda Dooney, Alexandra Driscoll, Eve Dryer, Nancy Alba Dunleavy, Michelle Durham, Barbara Eberlein, Jaimie Field, Wendy Frame, Andrea Freundlich, Barbara Frishberg, Kim Gamo, Lori Gehret, Nancy Glass, Ellen Haas, Joanie Hall, Pia Halloran, Anne Hamilton, Lauren Hart, Margie Honickman, Michelle Karbiner-Ball, Anne Kelly, Marcie Kennedy, Meg Kershner, Krista Koppenburg, Susanna Lachs, Beth Landman, Meredith Marks, Christine Martinelli, JoAnn Massengill, Caroline McCall, Alixandra Morgan, Amy Nislow, Anne O'Malley, Mary Viechnicki Potter, Sandra Purvis, Carolyn L. Rammel, Jackie Rantanen, Jen Reder, Polly Richman, Aileen Roberts, Nicole Robinson, Amy Romero, Mindy Goldberg Rose, Wendy Rosen, Marla Roshkoff, Wendy Rudofker, Nancy Scharff, Laura Scheuerle, Rachel Delano Schwartz, Susan Selverian, Sally Sharkey, Jamine Shechter, Joy Elliott Shugrue, Monique Silvi, Sharon Simpson, June Smith, Lindy Lou Snider, Linda Soukup, Tracey Specter, Iliana Kloesmeyer Strauss, Nina Swift, Karen Tarte, Helene van Beuren, Allison Walsh, Noele Wein, Patricia D. Wellenbach, Barbara White, Kirsten White, Lyn Wiesinger and Janine Yass.

The mission of **The Wellness Community of Philadelphia (TWCP)** is to help people affected by cancer enhance their health and well-being through participation in a free professional program of emotional support, education, and hope. Please call **The Wellness Community of Philadelphia** at (215) 879-7733 or toll free at (888) 819-3553. Visit **TWCP's** website at [twcp.org](http://twcp.org).