

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

FOR IMMEDIATE RELEASE  
OCTOBER 23, 2008  
(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, OCTOBER 27, 2008 AT 12:00 NOON WITH DESIGNER YIGAL AZROUËL**

**WHAT:** The Wellness Community of Philadelphia (TWCP) is hosting a luncheon and fashion show featuring designer Yigal Azrouël, presented by SAKS FIFTH AVENUE. Models will present Azrouël's Resort 2009 collection, available at SAKS FIFTH AVENUE in Bala Cynwyd, and guests may meet the designer.

**WHERE:** 833 Muirfield Drive, Bryn Mawr, Pennsylvania 19010, at the home of Karen and Scott Tarte.

**WHEN:** Monday, October 27, 2008 at 12:00 P.M.

#### **SCHEDULE:**

**11:45 a.m.** Press arrives and is invited to meet Yigal Azrouël and take photographs  
**12:00 p.m.** Guests arrive  
**12:30 p.m.** Kimerly Hinkelman, TWCP executive director, comments  
**12:36 p.m.** Alan Tobman, VP/GM at SAKS FIFTH AVENUE, Bala Cynwyd, comments  
**12:45 p.m.** Fashion show begins  
**1:00 p.m.** Fashion show ends  
**1:00 p.m.** Yigal Azrouël speaks to attendees  
**1:05 p.m.** Lunch begins  
**1:45 p.m.** Guests are invited to a trunk show

**DETAILS:** According to Style.com, Azrouël's edgy, ready-to-wear spring collection brings back the weathered, "lived in" look, reflecting the designer's own laidback demeanor. He is best known for his feminine designs and expert draping techniques, according to the "New York Sun."

Approximately 50 guests from the Main Line and Greater Philadelphia area will receive a gift bag provided by TWCP and SAKS FIFTH AVENUE. Tickets for this event are \$500 and benefit TWCP, as does five percent of Yigal Azrouël sales generated from this day. Please contact Scott Bluebond to learn more.

**"IN FASHION!" COMMITTEE MEMBERS:** Jill Durovsik, co-chair, Patricia Isen, co-chair, Barbara Albert, Sandy Annesley, Tisa Baena, Michelle Karbiner-Ball, Barbara J. Barnhart, Pam Berkman, Chris Berrettini, Gwen Bianchi, Shauna Binswanger, Rita Birnhak, Colleen Bonner, Donna Brooks, Lydie Szabo Brown, Shelly Brown, Susan Buckley, Amanda Burch, Susan Burch, Tory Burch, Gretchen Burke, Rachel Cohen, Melanie Cox, Marianne Dean, Marcy Deringer, Alexandra Driscoll, Eve Dryer, Nancy Alba Dunleavy, Michelle Durham, Barbara Eberlein, Valerie C. Ferguson, Jaimie Field, Andrea Freundlich, Barbara Frishberg, Kim Garno, Lori Gehret, Nancy Glass, Mindy Goldberg, Joanie Hall, Pia Halloran, Anne Hamilton, Lauren Hart, Margie Honickman, Anne Kelly, Marcie Kennedy, Meg Kershner, Susanna Lachs, Beth Landman, JoAnn Massengill, Alixandra Morgan, Amy Nislow, Anne O'Malley, Sandra Purvis, Carolyn L. Rammel, Jackie Rantanen, Polly Richman, Aileen Roberts, Wendy Rosen, Marla Roshkoff, Pia Roychowdhury, Wendy Rudofker, Rachel Delano Schwartz, Susan Selverian, Sally Sharkey, Joy Elliott Shugrue, Sharon Simpson, June Smith, Lindy Lou Snider, Linda Soukup, Tracey Specter, Iliana Kloesmeyer Strauss, Nina Swift, Karen Tarte, Helene van Beuren, Mary Viechnicki Potter, Noele Wein, Patricia D. Wellenbach, Kirsten White, Lyn Wiesinger, Lisa Woolbert, Janine Yass, and Jo-Ann Zoll.

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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).