

THE WELLNESS COMMUNITY OF PHILADELPHIA'S "IN FASHION!" LUNCHEON AND FASHION SHOW

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FOR IMMEDIATE RELEASE

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(215) 879-7733, ext.206

(Philadelphia, PA)

PHOTO/VIDEO OPPORTUNITY

DAY OF EVENT NUMBER (610) 357-5809

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THE WELLNESS COMMUNITY OF PHILADELPHIA'S "IN FASHION!" LUNCHEON AND FASHION SHOW, MONDAY, NOVEMBER 8, 2004 AT 12:00 NOON WITH SPECIAL APPEARANCE BY DESIGNER CAROLINA HERRERA

WHAT: The Wellness Community of Philadelphia (TWCP), in partnership with SAKS FIFTH AVENUE, will host a luncheon and fashion show featuring Womenswear "Designer of the Year" Carolina Herrera. Models will wear her RESORT 2005 line, available at SAKS FIFTH AVENUE in Bala Cynwyd, and guests may meet Herrera.

WHERE: Springhouse Estates, 100 Springhouse Lane, Newtown Square, Pennsylvania, 19073; the home of host Sharon Simpson. Springhouse Estates, featured in "French Country at Home" by Kathy Passero, is a beautiful, Mediterranean style villa originally located on 40 acres.

WHEN: Monday, November 8, 2004

12:00 p.m. Guests arrive and press invited to meet Carolina Herrera and take photos

12:30 p.m. Guests are seated for lunch

12:35 p.m. Executive director Tricia Wellenbach comments

12:37 p.m. Bryn Mawr Trust chairman and president Ted Peters and John Pickering, executive vice president and head of Wealth Management Division, comment

1:00 p.m. Fashion show begins

1:30 p.m. Fashion show ends; guests are invited to trunk show

DETAILS: Approximately 75 guests from the Main Line and Greater Philadelphia area will join host Sharon Simpson, at her home to enjoy this special event. Renee Zellweger, one of Carolina Herrera's biggest fans, says about her: "The thought and workmanship that go into each dress are quite extraordinary . . . she's very particular about what she likes, and she just knows. . . She . . . meticulously pays attention to every detail." Herrera will be on-site to mingle with guests and discuss her fashion line. Guests will receive a gift bag provided by SAKS FIFTH AVENUE. Tickets for this sold out event are \$500 and benefit TWCP, as does five percent of Carolina Herrera sales generated from this day. "In Fashion!" is exclusively sponsored by Bryn Mawr Trust. Please contact marketing and communications director Scott Bluebond at (215) 879-7733, ext. 206 or by writing to sbluebond@twcp.org for additional event information, interview requests, and other questions.

"IN FASHION!" COMMITTEE MEMBERS: Jill Durovsik, co-chair, Patricia Isen, co-chair, Barbara Barnhart, Pamela Berkman, Shauna Binswanger, Susan Buckley, Susan Burch, Tory Burch, Gretchen Burke, Melanie Cox, Marianne Dean, Marcy Deringer, Michelle Durham, Barbara Eberlein, Jaimie Field, Nancy Glass, Joanie Hall, Pia Halloran, Marcie Kennedy, Iliana Kloesmeyer-Strauss, Beth Landman, Alixandra Morgan, Suzanne Pijawka, Susan Selverian, Georgann Sembler, Joy Elliott Shugrue, June Smith, Karen Tarte, Helene van Beuren, Kirsten White, and Janine Yass.

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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. TWCP offers programs at Ridgeland in Fairmount Park and limited offsite programs in Chester and Bucks counties, the Bux-Mont

area, Hahnemann University Hospital and throughout Philadelphia. Please call **The Wellness Community of Philadelphia** at (215) 879-7733 or (888) 819-3553. Reminder: **The Wellness Community of Philadelphia's** grounds and buildings are smoke-free.