

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

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FOR IMMEDIATE RELEASE

OCTOBER 18, 2006

(215) 879-7733, ext.206

(Philadelphia, PA)

**PHOTO/VIDEO OPPORTUNITY**

**DAY OF EVENT NUMBER (215) 279-1506**

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### THE WELLNESS COMMUNITY OF PHILADELPHIA'S "IN FASHION!" LUNCHEON AND FASHION SHOW, MONDAY, OCTOBER 23, 2006 AT 12:00 NOON WITH DESIGN TEAM "KAUFMANFRANCO"

**WHAT:** The Wellness Community of Philadelphia (TWCP), in partnership with SAKS FIFTH AVENUE, will host a luncheon and fashion show featuring design team Ken Kaufman and Isaac Franco of KAUFMANFRANCO. Models will present KAUFMANFRANCO'S spring/summer 2007 line, available at SAKS FIFTH AVENUE in Bala Cynwyd, and guests may meet the designers.

**WHERE:** 1520 Monk Road, Gladwyne, Pennsylvania, 19035; the home of hostess Jaimie Field

**WHEN:** Monday, October 23, 2006

**11:45 a.m.** Press arrives and is invited to meet Ken Kaufman and Isaac Franco and take photographs

**12:00 p.m.** Guests arrive

**12:30 p.m.** Executive director Kimerly Hinkelman comments

**12:36 p.m.** Alan Tobman, VP/GM at SAKS FIFTH AVENUE, Bala Cynwyd, introduces designers

**12:39 p.m.** Ken Kaufman and Isaac Franco introduce the fashion show

**1:00 p.m.** Fashion show ends

**1:10 p.m.** Lunch begins

**1:45 p.m.** Guests are invited to a trunk show

**DETAILS:** Offering a pared down mix of pieces, with the highest standards of global craftsmanship, KAUFMANFRANCO is a collision of contrasts and a balance of refinement and rebellion.

Approximately 70 guests from the Main Line and Greater Philadelphia area will join hostess Jaimie Field at her home to enjoy this special event. Guests will receive a gift bag provided by **The Wellness Community of Philadelphia** and SAKS FIFTH AVENUE. Tickets for this sold out event are \$500 and benefit **TWCP**, as does five percent of KAUFMANFRANCO sales generated from this day. "In Fashion!" is sponsored by Walter J. Cook Jeweler, Paoli. Please contact marketing and communications director Scott Bluebond at (215) 879-7733, ext. 206 or by writing to [sbluebond@twcp.org](mailto: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 Albert, Lauren Arnold, Tisa Baena, Michelle Ball, Pamela Berkman, Chris Berrettini, Shauna Binswanger, Donna Brooks, Lydie Szabo Brown, Amanda Burch, Tory Burch, Melanie Cox, Marianne Dean, Marcy Deringer, Michelle Durham, Barbara Eberlein, Kim Garno, Lori Gehret, Nancy Glass, Bonnie Grant, Joanie Hall, Pia Halloran, Lauren Hart, Merle Holman, Marjorie Honickman, Angela Hudson, Marcie Kennedy, Iliana Kloesmeyer-Strauss, Beth Landman, Christine Martinelli, JoAnn Massengill, Caroline McCall, Alixandra Morgan, Anne O'Malley, Polly Richman, Rachel Delano Schwartz, Susan Selverian, Sally Sharkey, Joy Elliott

Shugrue, Sharon Simpson, June Smith, Karen Tarte, Helene van Beuren, Barbara White, 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 at The Anne McCouch Center, its satellite location in Lansdale, Pennsylvania. Please call **The Wellness Community of Philadelphia** at (215) 879-7733 or toll free at (888) 819-3553. **The Wellness Community** at The Anne McCouch Center may be reached at (215) 393-9105.