

# FASHION TARGETS BREAST CANCER A HUGE SUCCESS FOR SAKS FIFTH AVENUE BAL HARBOUR, MERCEDES-BENZ USA, OCEANDRIVE MAGAZINE, MOUNT SINAI & MIAMI HEART

Haute couture took center stage in a spectacular shopping event to benefit breast cancer research and treatment programs at Mount Sinai Medical Center & Miami Heart Institute.

Fashion Targets Breast Cancer, a nationwide shopping fundraiser, was sponsored by Saks Fifth Avenue and Mercedes-Benz USA and local sponsor Ocean Drive magazine. Nationally, the event has raised more than \$ 6 million since its inception four years ago. As in previous years, Saks Fifth Avenue Bal Harbour generously donated a portion to The Cancer Lifeline of Mount Sinai Medical Center Foundation.

The event was kicked-off with a fabulous party underwritten by Mercedes-Benz USA. The party featured food tastings from some of South Florida's finest restaurants and caterers, including A Joy Wallace Catering Production who worked closely with Saks Fifth Avenue in planning and co-producing the event, Blue Door at The Delano, Ritz-Carlton Key Biscayne, Smith & Wollensky, Wish at The Hotel, Tuscan Steak, China Grill and Kiss to name a few. Fine wine and champagne were provided by Nicolas Wines and entertainment was provided compliments of Gold Coast Society Big Band, the University of Miami's "Sunsations", the New World School of the Arts, and Mark Leventhal, South Beach's top DJ.

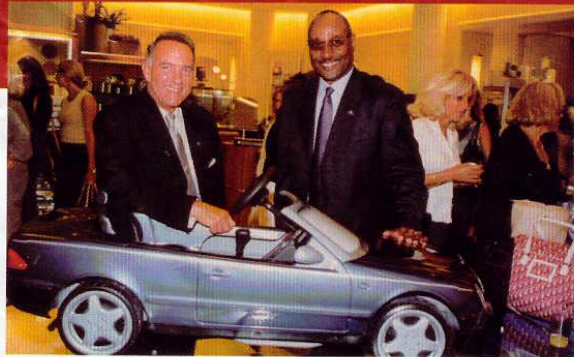
As patrons strolled the three floors of the elegantly appointed specialty store, they were greeted by beautiful models from Runways and The Talent group who graciously donated their time that night, who modeled the latest "must have" fashions. Saks Fifth Avenue also featured several specially designed

Fashion Targets Breast Cancer items that were for sale during the event. A raffle of several designer items, as well as a silent auction of a special edition, children's Mercedes-Benz coupe, brought even more excitement and generated much needed financial support for breast cancer research and treatment programs at Mount Sinai & Miami Heart.

Both Saks Fifth Avenue and The Cancer Lifeline express thanks to the event's sponsors for helping to make Fashion Targets Breast Cancer a great success. Saks Fifth Avenue is a part of Saks Fifth Avenue Enterprises, which includes 61 Saks Fifth Avenue stores nationwide, 51 OFF 5th Outlet Stores and saks.com Saks Fifth Avenue Enterprises is a member of the Saks Incorporated group.

The Cancer Lifeline is the official charitable organization that supports cancer research and treatment programs at Mount Sinai Medical Center & Miami Heart Institute.

For more information about the organization, please call 305-674-2777.



Joel Moskow, General Manager Mercedes Benz of Miami, Larry Jackson Star Salesman of Mercedes Benz Miami.



Donna Tallon, Kitty Meow, Lola and Donald Jacobson.



Sonia Gibson, Martha Mashoon, Hildine Potashnick (Co-chairs) Vice Mayor of Bay Harbor Islands Linda Ziber and President of Cancer LifeLine, and Donna Tallon Vice President and general manager.



Enid Rosenthal, Deenie Kohler, Cheryl Stephenson and M. Grace McLeroy.



Models from Runway Models and the talent group who donated their time with Donna Tallon and Sonia Gibson.



Co-Producers of the event, the Joy Wallace Team, Joy Wallace, John McPhee, Sonia Gibson, and Adelee Cabrera.



Greg Malkas, Sonia Gibson and Nerman Soza.