



A “Girls’ Night Out” at Saks Fifth Avenue

Theresa Sharifi, General Manager for Saks Fifth Avenue is helping coordinate a special “Saks & the City” three-hour sales event at the store, set for Thursday, April 17 2008 as a fundraiser for the Teddy Bear Cancer Foundation.

“We are going to be having a party on that day,” Theresa announces, “from 7 pm to 10 pm.” Invitations should already have gone out by the time you read this, and Ms. Sharifi says they expect from 300 to 350 people to attend. Ten percent of all sales made that evening will go directly to the Teddy Bear Cancer Foundation.

Saks became a partner with Teddy Bear after Mindy Denson and Kristi Marks of Saks Fifth Avenue attended the Teddy Bear luncheon last fall and were so moved by Jeff Zamora's speech and the presentation, we are told, that they wanted to help. Subsequently, Teddy Bear founder Nikki Katz and Executive Director Marni Rozet met with the women from Saks and tossed around ideas that might bring new interest to the Teddy Bear Cancer Foundation. “Saks & the City” grew out of those sessions.

The event is billed as “An indulgent Girls’ Night Out,” and will feature firemen serving cocktails and offering foot massages to shoppers trying on the latest from Manola Blahnik, Gucci, Chanel, and other Saks vendors. A limited amount of designer clothing from New York and Beverly Hills will also be available. Additionally, there will be a “Mr. Big” – Santa Barbara’s own personal versions of the featured character in the Sex & the City Series – live auction in which men from various professions (a personal chef, tennis and golf coach, masseur, hair stylist, personal trainer, surfer, bicyclist, landscapist, and others) will donate their expertise to the highest bidders. All proceeds will go directly to Teddy Bear.

“We have so much going on that evening,” Kristi promises. “We will have models, for example, coming into the store from various vendors, such as women’s Etro (which will doing a sneak peak of ‘must haves’) modeling bathing suits, scarves, and dresses.” Designer reps from Diane Von Furstenberg (DVF), Max Mara, Piazza Sempione, among others, will also be on hand.

At least three bars will be up and running, serving beverages and libations, and tasty hors d’oeuvres from Opal, Via Vai, Sesto Senso, Duo Events, Sevilla and a few other generous eateries will be plentiful. Other vendors include Santa Barbara Ice, AMS Entertainment, Dierberg Vineyard, Las Vegas Vodka, Make it Work, Rock n Roll cab and Hot Ice Sculpture.

Tickets are \$100, and as far as dressing for the event, anything from casual to black-tie is acceptable, though the committee hopes “some people take it to the nines.” There will be valet parking available.

If you’d like to join event co-chairs Lucia Engel and Christina Rottman and committee members Marni Rozet, Nikki Katz, Tina Datta, Mer James, Leslie Von Wiesenberger, Sheela Hunt, Dawn O’Donnell, Carla Tomson, Jessica Shaeman, Theresa Sharifi, and Kristi Marks, you are invited to call Marni Rozet at 805-563-4740 or visit www.teddybearcancerfoundation.org.