

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

FOR IMMEDIATE RELEASE  
NOVEMBER 7, 2011  
(PHILADELPHIA, PA)  
**PHOTO/VIDEO OPPORTUNITY**  
**DAY OF EVENT NUMBER (267) 629-9054**

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### **THE CANCER SUPPORT COMMUNITY OF PHILADELPHIA'S "IN FASHION!" WEDNESDAY, NOVEMBER 16, 2011 AT 11:00 A.M. WITH ADAM**

**WHAT:** The Cancer Support Community of Philadelphia (CSCP) is hosting a luncheon and fashion show featuring special guest designer, Adam Lippes.\* The models, who are all cancer survivors, will present ADAM's Fall/Winter 2011 Collection,\* and guests may meet the designer.

**WHERE:** Gulph Mills Golf Club, 200 Swedeland Road, King of Prussia, Pennsylvania, 19406-3667

**WHEN:** Wednesday, November 16, 2011 at 11:00 a.m.

#### **SCHEDULE (REVISED)**

**11:00 a.m.** Guests arrive. Silent auction begins and ADAM's boutique opens; sales benefit CSCP  
**12:00 p.m.** Guests seated; Tisa Baena, CSCP board member/development committee chair welcomes guests; lunch  
**12:05 p.m.** Kimerly Hinkelman, CSCP executive director, introduces Ginny Goldberg  
**12:08 p.m.** CSCP member Ginny Goldberg shares her story of cancer survival  
**12:13 p.m.** June Smith and Mary Smith, event co-chairs, introduce Adam  
**12:18 p.m.** Adam Lippes\*\* speaks  
**12:20 p.m.** June Smith and Mary Smith introduce models and fashion show begins  
**12:50 p.m.** Dessert  
**1:00 p.m.** Silent auction closes

**DETAILS:** ADAM is designed for the woman who appreciates the discovery in the everyday and reflects it in her personal style. The Fall/Winter 2011 collection\* was inspired by an exhibit at the National Museum of the American Indian in lower Manhattan. The show highlights art and objects from the Native peoples ranging from Alaska to Argentina. This led to the colors, textures, and details that are the foundation of this collection. Key runway looks that will be available at the event include the leopard print chiffon dress, lace t-shirt, striped melton cape, fur reversible vest, plaid wool skirt, as well as chunky wool knit sweaters. ADAM is sold at two retail stores in New York in addition to over 250 stores worldwide. ADAM is also available online at [www.shopadam.com](http://www.shopadam.com). Approximately 180 guests from the Main Line and Greater Philadelphia area are expected. Tickets for this event are \$150 and benefit CSCP.

**MODELS (REVISED):** Debra Somers Copit, MD, Amy May, Judite Morais, Dana Plon, Linda Rantanen, Kathy Saraceno, Stacey Simcik, Eileen Stoveld, Pam Strisofsky, and Hayley Wada

**"IN FASHION!" COMMITTEE:** June Smith and Mary Smith, co-chairs; Tisa Baena, Lydie Brown, Donna Celentano, Jill H. Durovskik, Joanie Hall, Patricia Isen, JoAnn Massengill, Jackie Rantanen, Rachel Delano Schwartz, and Joy Elliott Shugrue

\*Hi resolution photograph available

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The Cancer Support Community of Philadelphia (CSCP) is dedicated to providing, at no cost to members, a comprehensive and professional program of emotional support and education designed to enhance the mind, body and spirit of people whose lives have been impacted by cancer. CSCP offers programs at Ridgeland in Fairmount Park and other Philadelphia-area locations. Please call the Cancer Support Community of Philadelphia at (215) 879-7733 or toll free at (888) 819-3553. Visit CSCP's website at [cancersupport-phila.org](http://cancersupport-phila.org) for more information, "like" CSCP on Facebook, and follow CSCP on Twitter.