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PHOTO/VIDEO OPPORTUNITY
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THE WELLNESS COMMUNITY OF PHILADELPHIA'S "IN FASHION!" MONDAY, NOVEMBER 15, 2010 AT 11:00 A.M. WITH VERA BRADLEY

WHAT: The Wellness Community of Philadelphia (TWCP) is hosting a luncheon and fashion show featuring special guest designer, Vera Bradley co-founder Barbara Bradley Baekgaard. The models, who are all cancer survivors, will present Vera Bradley's Winter 2010 Collection, and guests may meet the designer. The models will be wearing Tory Burch denim.

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

WHEN: Monday, November 15, 2010 at 11:00 a.m.

SCHEDULE: 10:30 a.m. Press arrives and is invited to meet Vera Bradley co-founder Barbara Bradley Baekgaard and take photographs.

11:00 a.m. Guests arrive. Silent auction begins and Vera Bradley by Waterloo Gardens and Tory Burch Boutiques open; sales benefit **TWCP**.

12:00 p.m. Guests seated; Kimerly Hinkelman, **TWCP** executive director, provides introductory remarks; lunch

12:05 p.m. Lindi Skin founder and CEO Lindy Snider shares her story of cancer survival

12:10 p.m. Tisa Baena and Joanie Hall, event co-chairs, welcome guests

12:15 p.m. Fashion show begins

12:35 p.m. Vera Bradley co-founder Barbara Bradley Baekgaard speaks

12:40 p.m. Dessert

1:00 p.m. Silent auction closes

DETAILS: Vera Bradley's winter collection has designs that range from very modern to whimsical. Baroque marries traditional motifs with black, citrine, grays and warm white. Versailles takes a more modern approach with rich intense colors. Buttercup includes winter blooms in a light breeze touch with warm tones of buttery yellows, carrot, fresh green, and chocolate. Twirly Birds Pink and Navy are whirling, twirling, and whimsical designs in wintry white with a navy or raspberry base. Friends Barbara Bradley Baekgaard and Patricia R. Miller founded Fort Wayne-based Vera Bradley in 1982. In addition to signature handbags, Vera Bradley designs stationery, rolling luggage, eyewear and paper & gift items: www.verabradley.com. Approximately 200 guests from the Main Line and Greater Philadelphia area will receive a gift bag provided by Vera Bradley. Tickets for this event are \$150 and benefit **TWCP**.

MODELS: Sydney Battista, Debbie Bowden, Christina Nolen Burke, Dale Cucuel, Katherine Eyre, Bonnie Grant, Joy Halpern, Marianne C. Raphaely, Victoria Senior, Stacey Simcik, and Lindy Lou Snider.

THE WELLNESS COMMUNITY SPECIAL EVENTS COMMITTEE: Tisa Baena and Joanie Hall, co-chairs; Jill H. Durovsk, Patricia Isen, Krista Kloppenburg, JoAnn Massengill, Rachel Delano Schwartz, Joy Elliott Shugrue

"IN FASHION!" COMMITTEE: Ann Burch, Ceil DiGuglielmo, Jeanne Egan, Wendy Haabestad, Lauren Hart, Daria S. Pew, Marla G. Roshkoff, Rachel Delano Schwartz, Nicole Stamps, Ilana Wolfson

The mission of **The Wellness Community of Philadelphia (TWCP)**, a **Cancer Support Community** affiliate, 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. Visit **TWCP's** website at twcp.org for more information, become a "fan" on Facebook, and follow **TWCP** on Twitter.