

NEWS



6220 E. Spring Street
Long Beach, CA 90815
www.allb.org

**For Immediate Release:
March 17, 2010**

**Contact: Rosi Pedersen
562-430-5533**

**Contact: Gail Morrison
562-438-0597**

CAMEO Presents “Re-Imagine” Fashion Show

LONG BEACH – CAMEO, Professional Auxiliary of Assistance League of Long Beach, is celebrating their annual fashion show luncheon, silent and live auction, on Saturday, March 27, 2010, at the Long Beach Convention Center. Doors open at 10:00 a.m. and guests will be able to participate in the silent auction which will feature home décor, spa, sports, and health packages, original art, designer merchandise and vintage items. Lunch begins at 12:00 noon followed by the fashion show, live auction, and opportunity drawing. More than 1,000 guests are expected to attend.

This year’s theme is “re-imagine,” focusing on the four “R’s” – recycling, reduce, reusing, and re-imagining. Everything from the invitations to the centerpieces feature recycled materials, reused “trash” and re-imagined artwork. CAMEO committee members believe it will help showcase the steps that individuals can take to participate in helping to make a difference in preserving our environment. Fashion Show Chairman Michelle Molina states, “CAMEO members have been working so hard to develop a wonderful auction and program to raise awareness of and funds for our mentorship philanthropic program. We are hoping everyone can re-imagine ways to connect with young people while connecting with our most valuable resource, the earth.”

Individual tickets are \$85 each for a three-course luncheon, complimentary wine, and an award-winning fashion show by Carin Holmenas and Gary Baker. This year’s fashion show features

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Lourdes Chavez Couture, Riga Designs, and Shahla Dorriz, and includes a very special boutique from Deborah Lindquist, Eco Fashion's premiere brand of unique environmentally conscious couture and ready-to-wear apparel. For more information go to www.allb.org, and to make a reservation contact janiskberg@socal.rr.com

CAMEO is a professional auxiliary of Assistance League of Long Beach and was founded in 1987. For more than twenty years, **CAMEO** volunteers have provided a unique one-on-one mentoring and financial support program which targets promising Long Beach area high school and Long Beach City College students. **CAMEO** members mentor 45-50 students each year to higher levels of achievement by providing encouragement and support for each student's personal and academic development. This comprehensive curriculum, designed to enhance each student's educational, cultural, and social development, complements our mentoring outreach.

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Mission Statement: Assistance League of Long Beach is a nonprofit corporation whose purpose is to create a community of volunteers to identify and deliver philanthropic services.

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