



December 2006

The Paige Turner: Adopt a Pig, Feast on Fish, and Be a Pretzel

Paige Wolf Media & Public Relations Newsletter

"If the circus is coming to town and you paint a sign saying 'Circus Coming to the Fairground Saturday,' that's advertising. If you put the sign on the back of an elephant and walk him into town, that's promotion. If the elephant walks through the mayor's flower bed, that's publicity. If you can get the mayor to laugh about it, that's public relations." —Author Unknown

Anyway, call me if you want me to tickle the mayor.
Paige

Feast of the Seven Fishes and Mediterranean Brunch at Vesuvio

Enjoy a traditional Italian Christmas Eve dinner with the **Feast of the Seven Fishes**, available at Vesuvio Restaurant & Bar the entire week before Christmas, Monday, Dec. 18 through Sunday, Dec. 24. The dinner will feature Herb Crusted Tilapia, Baccalà, Smelts in a Puttanesca Sauce, Grilled Calamari Stuffed with Spinach and Roasted Peppers, Baked Salmon with Fennel and Citrus, Pan-Seared Tuna, and Fried Goat Fish. The feast also includes pasta and mixed vegetables, a Caesar salad, and dessert.



Mediterranean flavors shine through in the new Sunday Brunch menu, which includes the **Vesuvio Omelet** (my favorite), with Parma Prosciutto, Sharp Provolone, and Artichokes topped with Bruschetta, Tomato, Extra Virgin Olive Oil, and Fresh Basil; **Roast Vegetable Frittata** with Zucchini, Squash, Roma Tomato, Peppers, Mushroom, Artichoke, and Asparagus served on a bed of Warm Spinach topped with Goat Cheese and Tomato Basil Sauce; and the traditionally Middle Eastern **Shak Shuka**, Poached Eggs in a Spicy Tomato Sauce with Caramelized Vidalia Onions and Roasted Garlic.

Vesuvio is also the perfect place to host your holiday parties with several private spaces available. For more information, call Stanley at (215) 922-8380.

Vesuvio Restaurant & Bar
736 S. 8th St. (at Fitzwater)
(215) 922-8380
www.vesuvio-online.com

Mid-Week Mash-Ups and Adopt A Pig at Bleu Martini

Every Wednesday in December, Bleu Martini's Charity Happy Hours will benefit "**Adopt a Pig.**" Beginning Dec. 6, from 5:30-7:30 p.m., enjoy complimentary hors d'oeuvres and drink specials, while 15% of all proceeds go to the "Adopt a Pig," a program supporting the Leukemia and Lymphoma Society.

Adopt a Pig is a program designed by Rob Amand and his wife Vicki in honor of their daughter, Reagen. Reagen was diagnosed with Acute Lymphocytic Leukemia (ALL) when at age 3, and is currently still receiving treatment. The treatment process for ALL is a long, difficult one, and Adopt a Pig was designed to help children with cancer and their families while facing their greatest challenges together. The money raised by Adopt a Pig will directly benefit pediatric cancer patients and their families, and is directed through the Leukemia and Lymphoma Society's patient services programs. Please visit www.adoptapig.org for more information.

Plus, buzz is growing over the **Mid-Week Mash-Up** at Bleu Martini. We have the hottest DJs in the city come in each Wednesday at 10:30 p.m. to commandeer the turntables. On Wednesday, Nov. 29, the Mid-Week Mash-Up takeover will be led by local legend DJ Stevie B. and on Dec. 6 we welcome DJ A.D. Amorosi.

Bleu Martini
24 S. 2nd St.
Old City, Philadelphia
(215) 940-7900
www.bleumartinionline.com

Great Trunk Shows for Holiday Shopping

On Dec. 1, Molletta boutique at 55 N. 3rd St. in Old City hosts a First Friday trunk show with [COSELI](#) sterling silver and gemstone jewelry. Stop by to see the full lines and great holiday finds throughout the store.

Also on First Friday, Lonni Rossi's book signing and sample sale will feature [Shamar Custom Design](#) handbags and accessories utilizing Lonni's original fabrics.

Friday, Dec. 1, 5-7:30 p.m.

Lonni Rossi Fabrics, 70 Rittenhouse Place, Ardmore, Pa.

www.lonnirossi.com



If you're in New York, a great place for major holiday shopping is the National Museum of Women in the Arts Celebrate the Season Holiday Gift Market. **Shamar Custom Design** will be featured in NMWA's annual holiday shopping event which highlights a wide variety of products from a select group of women artisans and designers.

Tuesday, Dec. 5 (10 a.m.-8 p.m.)

Wednesday, Dec. 6 (10 a.m.-5 p.m.)

Divan Turkish Kitchen Lunch Special: A Baklava Lover's Bargain



For a taste of the best Turkish food around, Divan Turkish Kitchen offers a three course lunch special. For \$14.99 (cash only), you get a choice of soup, salad, or appetizer, and a choice of entree, dessert, beverage, and tea or coffee. Incredibly delicious, affordable, and not so filling that you want to take a nap before the day is over.

Divan Turkish Kitchen

918 S. 22nd St. (at Carpenter)

(215) 545-5790

www.divanturkishkitchen.com

Start at the Source to Get to the Core With Equilibrium Pilates

Brie Adina Neff can twist her body into an elegant pretzel. And as one of the youngest (of only about two dozen) Level 3 pilates instructors in the world and teacher in the classical Romana method, Brie and her staff at Equilibrium Pilates can help you turn that holiday paunch into a strong, long, lean physique.

The next Beginner's Workshop starts Jan. 17 and fills up fast so register ASAP.

Equilibrium Pilates

424 S. 2nd St. (at Lombard)

(215) 923-3669

www.equilibrium-pilates.com



The Well-Advised Woman Radio Show Debuts



The Well-Advised Woman is a new radio show hosted by **Al Heaton** and **Melissa Daley**, addressing issues and advice for successful women. Al Heaton, Associate Vice President of the Private Client Group at Ryan Beck & Co., runs a private wealth planning practice customized for successful women. Melissa Daley, recently married and formerly known as Melissa St. Jude, is well-known for her work as a radio personality and advocacy for women and brings her personal brand of charm, wit, and high energy to the show. The program is designed to be fun, bring value, and touch on some financial issues for women. *The Well-Advised Woman* airs on 1360 AM WNJC Renaissance Radio, Monday nights, from 7 to 8 p.m., debuting Dec. 4. The show broadcasts to Philadelphia, South Jersey, and the surrounding areas.

Highlights of 2007 nEW Festival — Tickets on Sale Jan. 2

January's nEW Festival features a combination of full-scale productions and works in progress by the area's finest dance theater companies.

Highlights include a DanceHouse Performance by **SCRAP Performance Group**, a longtime presence now being reinvented as a women's collective of five of Philadelphia's most innovative artists. In its new configuration, SCRAP consists of choreographers **Myra Bazell**, **Silvana Cardell**, and **Kate Watson-Wallace**, lighting and set designer **Madison Cario**, and filmmaker **Joel Ludovich**. After more than 20 years of creating an array of cutting-edge international performance pieces as individuals, SCRAP is currently embarking on its first collaborative work, *Three Sisters*, inspired by Audrey Niffenegger's visual novel *Three Incestuous Sisters*.

Other featured artists include "Philadelphia's most madcap movement artist" **Paule Turner/c o u r t**, renowned French company **Cie Herve- Gil**, festival curator and longtime Philadelphia dance force **Melanie Stewart Dance Theatre**, and **PLUCK**, the recently returned to Philadelphia collaboration of Karl Schappell and Niall Rea, as well as DanceHouse performances by **Megan Mazarick** and **Meghan Durham/Merge Dance**. See why Philadelphia is becoming increasingly renowned for producing the "new" and emerging in dance theater.

www.newfestival.net

Painless Guide to New Year's Eve

Overwhelmed by New Year's Eve? I know I always am. But this year I got schooled on all the best options in town for a segment on *It's Your Call With Lynn Doyle* on CN8 (airing Dec. 14). So here's a few options for ringing in '07, tailored just for you:



The Be-All-End-All-Chance-To-Wear-That-Fabulous-Dress Option:

The 4th Annual Glitter City Gala at the National Constitution Center and 12Midnight at the Crystal Tea Room are the two hottest New Years Eve tickets in town — and have been for the past three years. No stone is left unturned when planning these parties. If you want to dress up, get down, and ring in the new year right, these are the places to be. Purchase your tickets soon before the parties sell out. (They sold out to more than 3,000 people in early December last year.) NYEPhilly.com

The Laidback-Pool-Shooting-Pasta-Eating-Chill- Option:

Vesuvio offers a la carte dinner until 9 p.m. or a four-hour full open bar from 10 p.m.-2 a.m. with a champagne toast and light buffet at \$70 per person. DJ, dancing, and reveling assured all night long.

The Avoid-Stumbling-Around-Old-City-Until-You- Find-Someplace-Fun-Option:

Bleu Martini is always a sure thing for a great crowd and fabulous martinis to ease the transition into '07. Plus, it has the double bonus of a champagne toast and one of the best locations in town for hailing a cab.

Shout Outs



ANYSOLDIER.COM

I recently read about this Web site www.anysoldier.com which features messages from military personnel seeking everyday products hard to come by in the Iraqi desert. Soldiers request everything from Jolly Ranchers to deoderant and socks, mostly seeking simple comforts to remind them of home. Unused beauty products and leftover halloween candy can brighten the day of a soldier who might not get regular care packages from home.

Clefs Annual Event

Some of the finest chefs in the Delaware Valley will be at The Ritz-Carlton, Philadelphia offering their culinary masterpieces for the 2006 Chefs & Clefs Jazz Feast on Nov. 29 from 6-9 p.m. Chefs & Clefs is a exciting food and beverage tasting event, paired with a spectacular live jazz performace from Philly's own Karen Wilhelm. All proceeds will help benefit more than 15,000 people on dialysis and the thousands more who wait for a life-saving transplant in the Delaware Valley.

National Kidney Foundation's Chefs &

The National Kidney Foundation of the Delaware Valley (NKFDV) supports kidney disease

and transplant patients through research, patient support groups, public and professional education programs, and a transportation reimbursement fund for low-income dialysis patients. Tickets cost \$65 in advance and \$75 at the door. Call the NKFDV at (215) 923-8611 to order tickets. Raffle tickets for "Dine Around for a Year" are available for \$20 for one ticket and \$50 for three tickets.

Hugo Boss Private Sale

Now through Sunday, Dec. 3, 2006

An invitation to Hugo Boss' most valued customers *extended to our readers* to save on tailored clothing, sportswear, and accessories from the 2006 Fall/Winter collection.

Valid at the BOSS Hugo Boss Shops at The Plaza at King of Prussia, The Mall at Short Hills, The Promenade at Sagemore, The Westchester, and The Pier Shops at Caesars, Atlantic City:

\$200 OFF BOSS Hugo Boss Suits

\$150 OFF BOSS Hugo Boss Sport Coats

\$50 OFF BOSS Hugo Boss Dress Pants

20% OFF BOSS Hugo Boss Sportswear and Outerwear

20% OFF BOSS Hugo Boss Footwear and Belts

30% OFF BOSS Hugo Boss Women's Collection (Sagemore Location Only)

Buy Two BOSS Hugo Boss Dress Shirts and Ties and get the third free (equal or lesser value)

Public Sale Starts Monday, Dec. 4, 2006

Please print and present at time of purchase.

Alteration and shipping charges extra.

This offer cannot be combined with any other and is valid only at these locations.

Contact Information

email: paige@paigewolf.com

web: <http://www.paigewolf.com>

Join our mailing list!

Join

\$5 off Private Lesson at Equilibrium Pilates

\$5 off any private lesson (hour or 1/2 hour) taken during the month of December.

Equilibrium Pilates
424 S. 2nd St. (at Lombard)
(215) 923-3669

www.equilibrium-pilates.com

Save 20% Off Your Food Bill at Vesuvio

Philadelphia City Paper's Reader's Choice for Best Italian Food Two Years in a Row

20% off your total food bill with this coupon (does not include tax or alcohol)

Vesuvio Restaurant & Bar
736 S. 8th St. (at Fitzwater)
(215) 922-8380

www.vesuvio-online.com

Offer Expires: 12/31/06

Save \$15 on any purchase from COSELI

Just log on to www.coseli.com and use the coupon code THANKYOU (1word) during checkout to save \$15 off any purchase.

www.coseli.com

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