



April 2007

The Paige Turner: Mark Your Social Datebooks

Paige Wolf Media & Public Relations Newsletter

The beautiful weather isn't the only reason I love spring. It's the time of year when the city offers so many wonderful charitable, cultural, and social events. From restaurant openings to fundraisers, it seems like there is always something to do - and always a reason to buy a new outfit. This year I am honored to co-chair The Career Wardrobe *A Perfect Fit* for the second year (and its sixth year). I hope you will think about attending and supporting this wonderful cause as well as some of the other fundraisers that take place in the coming month. Cheers to the City of Brotherly Love.

Paige

Save the Date for Career Wardrobe's A Perfect Fit

The Career Wardrobe's sixth annual premier fundraising event, *A Perfect Fit: Fashioning Future for Women*, will be held Thurs., June 7, from 5:30 p.m. to 8:30 p.m. at Top of the Tower, 1717 Arch St. This year's event is presented by KPMG's Network of Women and incorporates the theme "Our Wardrobe Holds More Than Clothing," focusing on The Career Wardrobe's educational programming initiatives.



This event will feature a fashion presentation by local anchorwomen and media personalities, including: Monica Malpass and Tamala Edwards from 6ABC; Monique Braxton and Dawn Timmeney from NBC10; Sue Serio and Dawn Stensland from FOX29; Mary Stoker Smith from CBS3; and Lynn Doyle, Connie Colla, Mary Caraccioli, and Janet Zappala from CN8.

The event also includes an hors d'oeuvres reception with cocktails and beverages

provided by Barefoot Wine and Whole Foods, and a spectacular silent and live auction including celebrity-signed handbags custom made by Viv Pickle Handbag Boutique in Old City Philadelphia. This year's celebrity-inspired and signed handbags include Oprah Winfrey, Sarah Jessica Parker, Sidney Poitier, Jay Leno, Susan Sarandon, Katie Couric, and more.

Working in partnership with thousands of volunteers and hundreds of agencies throughout Southeastern Pennsylvania, The Career Wardrobe provides free, high-quality clothing and professional and personal development services to low-income women in transition, boosting their self-confidence and preparing them for entry into the workforce.

Individual tickets go on sale this month and corporate and individual sponsorships are still available. For more information, please call (215) 568-6693 or visit [online](#).

High Heels for High Hopes Features Shamar Purses



Join the National Kidney Foundation of the Delaware Valley on Thurs., April 26, at The Waterford Ballroom at the Radisson in King of Prussia, Pa., for an evening of networking, education, browsing clothing and accessory designs (including [Shamar Custom Design](#)), and previewing a high-end fashion show featuring Sue Wong's collections. Guests will also enjoy gourmet catering and cocktails. All proceeds benefit NKF patient programs. For sponsorship, vendor, advertising, and tickets, call (215) 923-8611 or visit [online](#).

More New Academia del Caffés Announced

We already told you about three Academia del Caffés opening this spring, but before we knew it, this Italian café experience has plans for *six* new Center City locations. The 1800-square foot location at Penn Square, 1 South Penn Square, will open in May 2007. Three smaller locations opened this year at The Public Ledger Building at 620 Chestnut St., The Marketplace Design Center at 2400 Market St., and 1039 Chestnut St. Also coming this year are branches at 1616 Walnut and The Curtis Center, 601 Walnut St. So there is no excuse for anyone to be drinking anything less than the best coffee in the city - not to mention the great Italian pastries and paninis.

[Café Hausbrandt](#)



207 S. 15th St.

[Academia del Caffé](#)

620 Chestnut St.

2400 Market St.

1039 Chestnut St.

Coming Soon:

1 South Penn Square

1616 Walnut St.

601 Walnut St.

Bleu Martini Happy Hours for Leukemia Society



Every Wednesday in April, Bleu Martini's Charity Happy Hours will benefit The Eastern Pennsylvania Chapter of the Leukemia & Lymphoma Society. Beginning April 4, from 5:30 to 7:30 p.m., enjoy complimentary hors

d'oeuvres and drink specials, while 15% of all proceeds go to The Leukemia & Lymphoma Society.

[The Leukemia & Lymphoma Society](#) is the world's largest voluntary health organization dedicated to funding blood cancer research, education, and patient services. The society's mission: cure leukemia, lymphoma, Hodgkin's disease, and myeloma, and improve the quality of life of patients and their families. Since its founding in 1949, the society has invested more than \$483 million for research specifically targeting blood cancers.

MEET MARKET ADVENTURES PHILADELPHIA LAUNCH PARTY

Join North America's Largest Singles Event and Adventures Company as they launch Meet Market Adventures Philadelphia on Thurs., April 19. This event will include interactive contests, hors d'oeuvres, prize give-a-way's, DJ, and dancing all night long. Arrive early to enter the grand prize drawing worth more than \$300.

This evening includes:

- * Open beer and wine bar from 6 p.m. to 7 p.m.
- * Martini specials from 6 p.m. to 7 p.m.
- * Hors d'oeuvres served from 7 p.m. to 9 p.m.
- * Bleu Martini's DJ spinning all night long
- * Mingling, meeting, and networking with hundreds of singles
- * Grand prize draw for a \$300 Meet Market Adventures vacation gift certificate

Take advantage of this interactive evening of contests, prizes, food, and dancing for only \$9.95. Tickets are available by calling (877) 668-MEET or visiting [online](#).

[Bleu Martini](#)

24 S. 2nd St.

Old City, Philadelphia

(215) 940-7900

Sign Up for My Class at Way Gay U

Grow your business by marketing to the LGBT community. The impact of marketing to the community can be seen through the advertising campaigns of large corporations, increased attention to gay tourism, expanded media coverage of gay issues, and the growing presence of the LGBT community in the media and through LGBT media networks. This class will explore how brands can show meaningful support of the gay community, examine industries in the forefront of gay marketing, and discuss the ways in which marketing is viewed and valued by both the consumer and the source.



Mondays, 6:30 – 7:30 p.m. (April 23, 30; May 14. No class May 7.)
\$45 Members / \$70 Non- members

See a full roster of classes [here](#).

Shout Outs

Emerge Weekend 2007 Produced by The Sapphire Fund

Taking place in Philadelphia during Equality Forum Weekend, May 4-6, Emerge welcomes celebrity hosts, a bigger main event venue, special performances, and weekend events to create a unique, unparalleled party experience.

Kim Stolz, mtvU VJ, Elite Model, and former "America's Next Top Model" contestant will host Emerge on Fri., May 4 at the Trocadero Theatre. Appearing at the main event are the most daring darlings of burlesque, the HellCat Girls, DJs Melissa and Erica the Baraness, "Loving Annabelle" stars Erin Kelly and Diane Gaidry, and Milenna "Mimi" Saraiva, co-star of Bravo's "Work Out."

On Sat., May 5, actresses Erin Kelly and Diane Gaidry will screen their 2006 film festival favorite "Loving Annabelle" and conduct a question-and-answer session following the movie. To wrap up the weekend experience, there will be a closing party hosted by Milenna "Mimi" Saraiva, Sun., May 5, at [Bleu Martini](#). Guests can mingle over delicious drinks and appetizers while indulging in the sounds of

DJs Jivey and DJ JD.

For more information on the Emerge experience and to purchase tickets, visit [Emerge Philly](#). All proceeds from the weekend will benefit the Linda Creed Breast Cancer Foundation, William Way Community Center, AIDS Law Project, and Philadelphia Family Pride.

2007 OFFICE DEPOT SUCCESS STRATEGIES FOR BUSINESSWOMEN CONFERENCE

Paige Wolf and Neen James Communications are proud supporters of the 2007 Office Depot Success Strategies for Businesswomen Conference, which takes place in Philadelphia on April 25. Neen James is the chair of the conference, and has provided our readers with a conference code that allows you to register now and receive an extra \$20 off the early registration price - only \$129 for the whole day. The exclusive Paige Wolf Conference Code: PHI5586. This special discounted conference code expires at midnight, April 1. For more information, [click here](#) and when you register, please do not forget to use our code. This is going to be an amazing event with great speakers, accelerated networking, fabulous exhibition displays, and matchmaker sessions.

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