



August 2007

The Paige Turner: It's Easy Being Green

Paige Wolf Media & Public Relations Newsletter

I know you all must be tired of hearing about global warming by now with the Live Earth concert and everyone's sudden hybrid-driving, Whole Foods- frequenting awareness. But I also know plenty of people who still don't think they can be bothered to be environmentally aware. I am far from perfect still waiting for our old gas-guzzling SUV to give out before downsizing (though we only have one car and I do walk everywhere) and unwillingness to give up the A/C. Still, I have found some incredibly simple ways to cut down on energy that will actually make life easier.

- Switch out your regular incandescent light bulbs for those curly, energy-efficient ones. This is ridiculously easy since not only will you will save energy and money, but it's less time having to stand on a chair and change complicated ceiling lamps.
- Buy locally. Not only will it save energy because products haven't traveled across the globe, it is great for the local economy and supports family farmers. Besides have you seen the price of cherries at a supermarket versus a farmer's market? Visit [Local Food Philly](#) for more information.
- Reduce junk mail. [Remove yourself from the Direct Mail Association lists](#). Also, credit reporting agencies' file information is frequently used as a basis for developing mail lists. By calling you may request to have your name removed from a list. The special "opt out" number is (888) 567-8688.
- I love my reusable grocery shopping bag and here's why. It is 10 times more comfortable to carry, it won't burst open, and they even give you five cents back on your Whole Foods purchase just for using it. And if you don't want to buy one of those trendy "I heart earth" style bags, I learned you can get a great big sturdy shopping bag every time you shop at Steve Madden.

Paige

The Miracle of Wardrobe Wizards

I thought I had watched enough Stacy and Clinton over the years to know "what not to wear." I knew my wardrobe wasn't perfect, but I was amazed to find just how much I had to learn when my friend Julie Rome of [Wardrobe Wizards](#) offered to be my wardrobe consultant and start by cleaning out my closet.

The piles for The Career Wardrobe and Salvation Army were sky high, which actually felt cleansing. But what was most amazing was her advice and ideas for how to wear some of the things I already own. I discovered the wonders of Jockey Everyday Light Control Camisoles (or "Second Skins") and that a silky V-neck top can gain a whole new life when worn over a crisp white button down (I didn't believe it until I saw it either.)



Julie is also the reigning queen of online bargain shopping, which is part of her personal service. Julie and I put our own bargain haggling skills to work on a segment for ABC Consumer Reports which you can [view here](#):

Two-Floor Academia del Caffè at Penn Square Opens

Plus a special coupon for our readers



Finally, the one we've been waiting for. Construction delays have subsided and the 1800-square foot location of Academia del Caffè at 1 South Penn Square, will open this summer. This 100-seat venue will offer an even larger food and beverage selection with delicious pastas and refreshing, healthy Frullatos (natural fruit shakes).

At another new location, 1039 Chestnut St., Jefferson Hospital employees receive 15% off all the time, but for this month only, Paige Turner readers receive 15% off everything at this convenient location. See coupon below.

[Café Hausbrandt](#)

207 S. 15th St.

[Academia del Caffé](#)

1 South Penn Square
1616 Walnut St.
620 Chestnut St.
2400 Market St.
1039 Chestnut St.

Coming Soon:
601 Walnut St.

Wednesday Night Tea Flights at TBar

TBar, Philadelphia's new spot for *Everything Tea*, offers Wednesday Night Tea Flights where guests can taste the world of tea through themed tea trios and food pairings.

Wed., Aug. 8 features Chinese and Indian Blends, including Far East Blend, Russian Caravan, and Moonlight PM. \$13.50 per person includes complimentary fruit and cheeses.

Wed., Aug. 22 features Earl Greys, including Blue Flower Earl Grey, Earl Grey de la Crème, and Lavender Earl Grey for \$13. Enjoy live music by acoustic guitar player Loren Gildar while you experience the relaxing tastings and experience tea in a whole new way.

[TBar](#)

117 S. 12th Street (at Sansom)
(215) 625-3936



Bleu Martini Happy Hours for Back on My Feet



Every Wednesday in August, Bleu Martini's Charity Happy Hours will benefit Back on My Feet. Beginning on Aug.1, from 5:30 to 7:30 p.m., enjoy complimentary hors d'oeuvres and drink specials, while 15% of all proceeds go to this great new organization.

Back on My Feet is a non-profit organization that promotes the self-sufficiency of Philadelphia's homeless population by engaging them in running as a means to build confidence, strength, and self-esteem. The strategic and creative running program teaches its members about discipline, respect, and goal-setting. It is the beginning to getting people back on a payroll and back on track to a productive, fulfilling life. For more information, [visit online](#).

[Bleu Martini](#)

24 S. 2nd St.
Old City, Philadelphia
(215) 940-7900

Forever Freestyle Night at Vesuvio

FOREVER FREESTYLE

PRESENTED BY:
LA FAMILIA PROMOTIONS
 AND
level. VODKA
LIVE
 www.La-Familia.com

SATURDAY, AUGUST 25TH

736 S. 8TH STREET
PHILADELPHIA
 DOORS OPEN AT 10PM

21+ event
dress to impress

\$10 in advance | \$150 VIP Packages
Tickets Available

ticketalternative
 www.ticketalternative.com
 877 725 8849

FOREVER FREESTYLE
:: back in the day jam ::

ALL of your favorite CLUB MUSIC
:: all night long ::

Performing Live!
WENDY (I Know, The Rest of My Life)

Also in the House, Come Meet
Recording Artists:
HECTOR and JENARO from PAIN.
(I Feel It My Heart, It Could Have Been Love, Victim)
MARITZA (Don't Cry for Me, Sometimes)

Hosted by: DJ Dan Ski
10 DJ's on 2 Levels

DJ Carlos
DJ Eskimo
DJ Eddie Ed
DJ Jo-E
DJ Leo
DJ Popski
DJ Rich Money
DJ Sammy B
DJ Tommy

For more info go to: myspace.com/lafamiliapromotions

Career Wardrobe Monthly Clothing Sales Open To Public



If you're looking for an amazing discount on fabulous work attire, The Career Wardrobe now has monthly clothing sales on the first Thursday of every month from 4 p.m to 7 p.m. Proceeds from the sales benefit The Career Wardrobe's wonderful programs which prepare women for the workforce and an independent lifestyle.

The Career Wardrobe is offering our readers a coupon for \$5 off one business suit - which believe it or not, is actually half off. See the coupon at the bottom of the newsletter.

The Career Wardrobe also seeks new/unused beauty products, toiletries, and make-up for their Beauty Basics program. Visit [online](#) for information on how to donate.

Shout Outs

PHILADELPHIA MAVEN

Philadelphia Maven is a new Web-based lifestyle magazine for women in our area. The magazine covers beauty, fashion, health and fitness, dating and relationships, charity, food and drink, arts and culture, finance and real estate, local events, and regional issues. Plus, the cover story each month is a profile on a local woman who is successful in business, doing great things for her community, or who has gone through a life-changing experience. For more information, visit [online](#).

FORWARD TO A FRIEND

Like what you read here? Why not [forward to a friend](#). After all, sharing is caring, right?

Contact Information

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Join our mailing list!

15% off everything at
Academia del Caffè
11th Street Location

Enjoy 15% off everything this month
at one of Academia del Caffè's newest
locations
1039 Chestnut St.
Philadelphia

[Academia del Caffè](#)

Coupon Expires: 9/1/07

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

Save 20% Off Your Food Bill at Vesuvio

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: 9/4/2007

\$5 off one Business Suit at Career Wardrobe Sale

\$5 off ONE business suit at The Career
Wardrobe monthly clothing sale on the
August 2, 2007 and 1st Thursday of every
month from 4 p.m - 7 p.m.

1211 Chestnut Street
Suite 205
Philadelphia

[The Career Wardrobe](#)

Offer Expires: 12/31/07

10% Off Tea Party

Enjoy 10% off group of 10 or more through the
summer.

TBar
117 S. 12th Street (at Sansom)
(215) 625-3936

[T Bar](#)

Coupon Expires: 9/15/07

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