



Northwest
HOPE & HEALING

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Northwest Hope & Healing Foundation
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FOR IMMEDIATE RELEASE

**SURVIVING IN STYLE:
FASHION SHOW BENEFITS WOMEN BATTLING
BREAST CANCER**

Northwest Hope & Healing presents: STYLE '11 Look Good, Feel Good, Do Good! Fashion Show Benefit.

More than 3 dozen breast cancer survivors will show their strength on May 12 as they model the newest spring fashion trends during Northwest Hope & Healing's 9th Annual Look Good, Feel Good, Do Good! Fashion Show Benefit. The women will be accompanied by 16 male models, men who have a close tie to the cause. Proceeds from the event will benefit the Northwest Hope & Healing (NWHH) Patient Assistance Fund in an effort to offer financial assistance to women battling breast cancer in the Puget Sound area.

"The fashion show is incredibly moving because the women on stage have been through so much, and they are a true symbol of hope," said Shari Sewell, Executive Director of NWHH. "As a cancer survivor I was determined to prove to myself that I could emerge from this challenge a better person than I was before it. Directly supporting the Northwest Hope & Healing Foundation, and indirectly helping all of its beneficiaries, is one of the ways I consider my journey a success." says Shelly Aaron, former STYLE show model, this year's volunteer model coordinator, and owner of West Seattle BodyWorks.

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Doors open for the show at 7 p.m. and will be held in downtown Seattle at the Showbox SODO, 1700 1st Ave S. The evening will include an overview of NWHH's Healing Programs, three prize drawings, the chance to make donations to fund-a-need (provide groceries, gas, childcare or rent), followed by the fashion show. Runway looks will feature outfits from some of the hottest boutiques in the Seattle area including: Carmilia's, Sweetie, Coastal, West Seattle Runner, Pera Handbags, Howard & Marge, Canopy Blue, Asher Anson, Jaxx Boutique, Road Apparel, Pink Ginger, Kick It Boots & Stompwear, Tatters, Promesse, and Ola Salon.

Tickets are available at three levels: \$40 for Look Good General Admission; \$125 for Feel Good VIP Admission at 6:30 p.m.; and \$1,000 for Do Good Top Model Table which includes four VIP tickets, 6:30 p.m. admission, deluxe goody bags, reserved front row table seating. All VIP guests will receive a thank you gift, appetizers and a champagne reception. Ticket prices will increase \$10 at the door. For more information or to purchase tickets visit: <http://www.nwhopeandhealing.org/events.html>



To view a brief video from last years event, please visit : <http://vimeo.com/21956247>

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Northwest Hope & Healing is a 501 (c) (3) non-profit foundation, EIN 20-0799737, that provides financial assistance for every day living expenses such as child care, groceries, gas or reliable transportation, & emergency rent to women who are undergoing breast and gynecological cancer treatment at Swedish Medical Center. Signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

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