



The Leukemia & Lymphoma Society Saint Valentine's Day Luncheon & Fashion Show Slated for Wednesday, February 9, 2011

WHAT: The 27th Annual Saint Valentine's Day Luncheon & Fashion Show

CO-CHAIRS: Holly Pellham Davis and Kate Rose Marquez

WHEN: Wednesday, February 9, 2011 at 10:30 a.m.

WHERE: Hilton Anatole Hotel Chantilly Ballroom

TARIFF: \$165 and sponsor tables starting at \$3000

DRESS: Luncheon Chic

ABOUT THE SAINT VALENTINE'S DAY LUNCHEON:

The luncheon draws an audience of 800 to 1200 social and civic leaders from Dallas, Fort Worth, and the entire North Texas region. This "must-attend" event is popular not only in the social community but also with members of the area's fashion industry, as it is the first runway show of the new season on the calendar each year. Designers in attendance have included Bill Blass, Christian Louboutin, Mark Badgley & James Mischka, Loree Rodkin, Rodarte, and Brian Reyes. Local "stars" who have walked the runway include Angie Harmon, Janine Turner, and members of the Dallas Cowboys, Dallas Mavericks, and the Dallas Stars. Local media celebrities have also participated in the shows, and the Luncheon receives extensive coverage in print and on air. In 2009, Robin McGraw came in from LA for the show. The 2011 Luncheon is expected to raise more than \$450,000, adding to nearly \$6.5 million generated over the past two decades. Funds are raised not only through table and ticket sales but also through a raffle of high-end items retailing anywhere from \$500 to \$10,000.

ABOUT THE LEUKEMIA & LYMPHOMA SOCIETY:

The Leukemia & Lymphoma Society[®], headquartered in White Plains, NY, with 68 chapters in the United States and Canada, is the world's largest voluntary health organization dedicated to funding blood cancer research and providing 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 \$600 million in research specifically targeting leukemia, lymphoma and myeloma. Last year alone, the Society made 6.3 million contacts with patients, caregivers and healthcare professionals.

FOR ADDITIONAL INFORMATION: Contact Michelle Northcutt at 972-996-5912, Michelle.Northcutt@lls.org or visit www.saintvalentinesdayluncheon.org