



A Weekly Affair  
770 Boylston Street  
Boston, MA 02199  
Phone 508.789.1910  
www.aweeklyaffair.com  
**Contact: Lindsay Gerhardt**  
lgerhardt@aweeklyaffair.com

For Immediate Release

## ***CHIC: Cure Her In Couture - Fashion Show at the Ames hotel***

***CHIC premiere event to raise funding for ovarian cancer awareness and research***

December 15, 2009—Boston, MA—*A Weekly Affair*, Boston’s premiere online life and style magazine, and Ovarian Cancer Research, a national ovarian cancer organization, are proud to announce the launch of **CHIC: Cure Her In Couture**. This series of events launches the two organizations’ collaborative efforts to raise funds for ovarian cancer research, awareness and patient programs at Ames, Boston’s newest hotel. The shows are a true opportunity for Bostonians to enjoy chic fashion, a chic venue, chic food and chic spirits while supporting a worthy cause. The premiere event is scheduled to take place Thursday, January 7, 2010 from 5:30 to 8:30pm at the Woodward, a modern-day tavern, at Ames.

“Ovarian Cancer Research is an amazing organization that offers hope and support to the millions of women battling ovarian cancer. We at *A Weekly Affair* are thrilled to be a part of this elegant event, which will raise much-needed funds and awareness for a very worthwhile cause,” said *A Weekly Affair* co-founder Jennifer Woods.

“The CHIC events will provide potentially life-saving information to a broader audience about one of the most deadly women’s cancers,” said Lisa Tocci, Director of Operations at Ovarian Cancer Research. “We are delighted to have *A Weekly Affair* join us in our efforts to continually educate both women and men about the importance of ovarian cancer awareness and research.”

This affair features designs by Daniela Corte, hair and make-up from GrettaCole, and hors d’oeuvres provided by the new and notable Woodward by Executive Chef Mark Goldberg. VIP guests will enjoy an exclusive narration of the show and featured styles by the designer in a private lounge setting. Tickets are pre-sale only and can be purchased online at both [www.ovationsfortheure.org](http://www.ovationsfortheure.org) and [www.aweeklyaffair.com](http://www.aweeklyaffair.com). General admission is \$25 and VIP (only 20 seats available) at \$100.

### **About Ovarian Cancer Research:**

Ovarian Cancer Research, Inc. is a 501(c)(3) non-profit organization dedicated to the relentless pursuit of a cure for ovarian cancer in three critical ways. First, by providing critical funding of new and ongoing ovarian cancer research and treatment initiatives. Second, by actively increasing the awareness of the subtle signs and symptoms of this silent disease. Third, by giving

hope, education and comfort to those currently battling ovarian cancer through its patient programs. The organization was founded in 2006 by nine-year ovarian cancer survivor Patricia Franchi Flaherty, who also lost her mother to the disease. Patty decided to dedicate her life to raising awareness of the risk factors and subtle warning signs of this often overlooked women's cancer so no other women would have to endure what she did. For more information about Oventions, please visit [www.ovationsforthecure.org](http://www.ovationsforthecure.org).

**About A Weekly Affair:**

*A Weekly Affair* is an online lifestyle magazine providing Boston sophisticates a wealth of information on the finest this city has to offer from restaurants and entertainment to fitness, fashion and philanthropy. Fun to read and simple to navigate, *A Weekly Affair* strives to be the leading resource for Bostonians looking to be kept abreast of trends, events, activities and other lifestyle-related matters in and around Boston. Whether you are looking to sample a restaurant, check out a Pilates class, visit a new shop or participate in a local charity; *A Weekly Affair* is the one-stop shop, supplying in-the-know Bostonians with the fresh and functional content they crave. Readers can also keep up-to-date on the latest and greatest by subscribing to our free, weekly e-newsletter which includes news and reviews on hip new venue openings, stylish events, hot deals and more.

# # #