



Ovations for the Cure of Ovarian Cancer
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For Immediate Release

Ovations for the Cure of Ovarian Cancer Presents 5th Annual Fashion Show and Design Competition

Ovarian cancer non-profit kicking off Boston Fashion Week

August 23, 2010—Boston, MA—Ovations for the Cure of Ovarian Cancer of Natick, MA, a national ovarian cancer organization, will host its 5th Annual Stuart Weitzman Fashion Show on Saturday, September 25, 2010, at the Four Seasons Hotel, Boston, during Boston Fashion Week. This event will also celebrate September as National Ovarian Cancer Awareness Month.

This CHIC-Cure Her in Couture-presentation is a multifaceted celebration of Ovations founder, Patricia Franchi Flaherty, and will feature a fashion installation, the “Teal Design Competition”, and two runway shows: first, Stuart Weitzman's Autumn/Winter 2010/11 Collection, with apparel by Gretta Luxe, and to close the evening, Michael De Paulo's Spring/Summer 2011 collection, including the wedding dress of Linda Puzzuti Henry. The event will be hosted by Tonya Chen Mezrich, and styled by Joseph Gordon Cleveland and Brigit Nastasia for CONTRA.

The “Teal Design Competition” will feature three semifinalists on the runway, answering questions from our esteemed panel of judges. Jay Calderin, the Founder and Executive Director of Boston Fashion Week, will present this portion of the evening.

Prior to the runway show, guests will be greeted by a fashion installation featuring W.M.H. Harris furs and Catalina de La Torre's Autumn/Winter 2010/11 collection, a Judith Ripka jewelry bar (with proceeds benefitting Ovations), a fashion short film starring Tonya Chen Mezrich in Michael De Paulo (produced by CONTRA), a charitable drawing, and a silent auction of a Michael De Paulo evening gown. Guests will enjoy passed hors d'oeuvres, and sparkling wine donated by Barefoot Wine & Bubbly.

Models are courtesy of Dynasty Models & Talent, with hair styled by Mizu.

Sponsors of this event include Genentech, Flaherty Plumbing & Heating, Twinbrook Insurance, and Sisco Family Jewels.

“We are thrilled to be working with extremely talented people in every aspect of this upcoming show”, said Lisa Collamore Tocci of Ovations. “The amount of support we have already seen is overwhelming; we ARE going to make a difference in the fight against this insidious disease.”

“I am honored to once again join forces with a remarkable organization, Ovarians for the Cure benefiting woman’s health. I have always admired and designed for a strong woman”, said Michael De Paulo. “Therefore, it could not be more fitting than to showcase my spring ’11 collection at this magical event prompting Boston Fashion Week.”

Sponsorship and program book opportunities are still available. Tickets are pre-sale only and can be purchased online at www.ovationsfortheure.org or www.chicfashionshows.com. Ticket prices start at \$100.

About Ovarians for the Cure:

Ovarians for the Cure, 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 Ovarians, please visit www.ovationsfortheure.org.

About Michael DePaulo:

Michael De Paulo has been designing gowns and dresses ever since he was a child. After graduating with a Masters In Architecture, De Paulo decided to pursue his passion for fashion. He started his own fashion label Michael De Paulo Couture featuring couture cocktail and evening dresses. In 2006, De Paulo garnered the attention of the renowned fashion legend, Joan Kaner who offered him quality advice (after reviewing fashion sketches) in pursuing his dream. Since that time, De Paulo has designed five couture collections capturing the eye of buyers and press alike. He has built up a roster of finer stores including Saks Fifth Avenue that sell his couture creations. Also, to his credit he has been published in various fashion publications and style features including Women’s Wear Daily. His couture gowns have been adorned by celebrities including Gina Tagnoli who recently won best supporting actress at this year’s Daytime Emmy Awards in De Paulo Couture.