



For Immediate Release

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NEIMAN MARCUS HOSTED KICK-OFF EVENT FOR GILDA'S CLUB ST. LOUIS ON SEPTEMBER 19TH

Get RED-Y...

Allen Barber, General Manager of Neiman Marcus at Plaza Frontenac, hosted **GET RED-Y for FALL**, on Wednesday, September 19th, as a kick-off evening for the **Women's Event...Not Just for Women Any More!!!** to be held in November at the Ritz-Carlton. Both events benefit the newly established Gilda's Club St. Louis. The Neiman Marcus party included informal modeling of the latest Fall fashions, a chance to find THE perfect outfit for the Women's Event...*Not Just for Women Any More* (possibly something wonderful in RED to go along with Gilda's Club dominate RED theme); an array of delicious hors d'oeuvres; fun *Gilda-tinis*, fine wine and numerous Anheuser-Busch beverages, along with exciting raffle prizes, special gift bags and much more!

Event co-chairs **Susan Block, Kate Busch, Roberta Cohen, Sue Jockey and Dr. Maude Kandula** did an outstanding job planning a great night filled with fabulous fashion, fine food and the perfect mix of friends which raised over \$10,000 for GCSTL.

Gilda's Club is named in honor of *Saturday Night Live* comedian Gilda Radner, who, when describing the emotional and social support she received when she had cancer, called for such places to be made available for people with cancer and their families and friends everywhere. There are Gilda's Clubs in 22 other cities.

The Gilda's Club Mission

The mission of Gilda's Club is to provide meeting places where men, women and children living with cancer and their families and friends join with others to build emotional and social support as a supplement to medical care. Free of charge and nonprofit, Gilda's Club offers support and networking groups, lectures, workshops and social events in a non-residential, home-like setting.

Gilda's Club St. Louis *Cancer Support for the Whole Family, the Whole Time*
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www.gildasclubstl.org