



GARFIELD PARK
CONSERVATORY
ALLIANCE

FOR IMMEDIATE RELEASE

**FLEUROTICA AUCTION SPONSORS
ANNOUNCED FOR MARCH 25 EVENT**

Spectacular runway show will raise funds for public programs and education initiatives

CHICAGO – March 21, 2011– The Garfield Park Conservatory Alliance is pleased to announce that several generous sponsors have donated unique and valuable items for auction in support of FLEUROTICA, the spectacular runway show and fundraiser which will be held at the Garfield Park Conservatory on Friday, March 25. Doors open at 6:30 p.m. with cocktails and hors d'oeuvres followed by the runway show at 7:30 p.m. and a live auction. Guests will also be treated to a post-fashion show meet and greet with the floral designers and their designs. Free valet parking and a coat check will also be provided. Tickets and event information can be found at: www.fleurotica.org.

Items up for auction during the FLEUROTICA evening festivities include:

- **Jamaica Getaway:** Set on a private stretch of Negril's famed 7-Mile Beach, Moon Dance Villas is Jamaica's premiere villa resort. Relax and enjoy a four night stay in a luxurious 5 bedroom 5 and 1/2 bath vacation home with room for up to 10 guests. The getaway includes roundtrip airfare for two via American Airlines. More information on Moon Dance Resorts can be found at www.moondanceresorts.com.
- **BERNINA activa 220 Sewing Machine and Guide Lessons:** Swiss precision and quality make BERNINA machines legendary. This stylized activa 220 comes in its own unique skin and is packed with power and computerized features to help you complete many beautiful projects whether your passion is creating quilts, fashion, crafts or home décor. Two free Guide Lessons at local BERNINA Dealer, Fabrics, Etc. 2 is also included. More information on BERNINA of America can be found at www.berninausa.com.
- **Chicago Events Package:** Enjoy ticket packages to some of Chicago's hottest events including the Chicago Bears, Chicago Blackhawks, Chicago Cubs and concerts at the United Center.
- **Be The Best You Package:** Get that body into shape with a personal fitness assessment and customized workout session with trainer Holly MacDowell. Then have a wardrobe consultation from Susan Mowder and the Style Principle. Add some new jewelry to your new look with a \$150 gift certificate from TZEN. Shop for some new clothes with a \$150 gift certificate from Vika Brown. Then show it off with a photography package from celebrity and professional photographer Jim Newberry. More information on the Be the Best You Package providers can be found at the

following Web sites: www.linkedin.com/in/hollymacdbodycoach; www.thestyleprinciple.com; www.shoptzen.com; www.vikabrown.com; www.jimnewberry.com.

- **Home Décor and Declutter Package:** Spruce up your home with a two-hour interior design consultation with Susan Fredman Design Group. Then clean out the file drawer with complementary pick-up and storage of up to 1000 boxes courtesy of Prairie Management & Development Inc. Also enjoy a fabulous floral arrangement from Flower Petal. More information on the Home Décor and Declutter Package providers can be found at the following Web sites: www.susanfredman.com; www.flowerpetal.com.
- **Home Entertainment and Ambiance Package:** Entertain at home in style or keep it to yourself with two exceptional wine and cheese baskets featuring wines, wine glasses, chesses, crackers, chocolate and cookies. Also enjoy the ambiance and warmth from an earth friendly fire by Enviro-Log firelogs. These firelogs are made from 100 percent recycled waxed-cardboard that burn cleaner and generate more heat per pound than wood. More information on the Home Entertainment and Ambiance Package providers can be found at the following Web site: www.enviro-log.net
- **Style Your Home, Style Your Life Package:** Start with six hours of design assistance in your home with Mollee Johnson, designer and owner of Style 1519 interior design. Mollee will collaborate with you to interpret your ideas and your daily lifestyle to begin to create the space you dreamed of - a reflection of you, in every detail. You will also look fabulous in your home wearing beautiful Stella & Dot jewelry! Its new Palm Beach Collection is a fresh take on this season's most iconic pieces that work with everything in your closet: the Sunset Bangle; Paige Enamel Bangle; and a pair of Paradise Stud Earrings; including a \$100 Stella & Dot Gift Certificate to go shopping and complete the look! More information on the Style Your Home, Style Your Life Package providers can be found at the following Web sites: www.style1519.com; www.stelladot.com.
- **Wine Party Package:** Have a private wine tasting with up to 35 of your closest friends at Famous Liquors in Forest Park, Ill. You and your guests will enjoy 2.5 hours of appetizers and wines from around the world.
- **Douglas J - Aveda Spa Package:** Pamper yourself with a spa package from the Douglas J – Aveda Institute Chicago. Begin with an Elemental Nature Manicure and Pedicure followed by a 90 minute Elemental Nature Facial and Vichy Shower Body Treatment. Also enjoy a special gift basket which contains 2 OPI Nail Polishes, Caribbean Therapy Body Scrub, Body Crème, Bath Bar and Candle. More information on the Douglas J – Aveda Institute Chicago can be found at www.avedainstitutechicago.com.

Michael Fine of Fine and Company, Real Estate Auction & Consulting Services, www.fineandcompany.com will be the auctioneer for FLEUROTICA.

In addition to these unique items up for auction, TZEN has designed a special limited edition Fleurotica necklace which includes 50" inches of multi-colored tourmaline and can be worn more than 10 different ways. 20 percent of the proceeds from each necklace sold will be donated to the Garfield Park Conservatory. You can purchase the necklace via the TZEN Web site at <http://www.shoptzen.com/category-s/154.htm>.

Generous financial donations in support of FLEUROTICA have been made by Allstate Insurance Company and The Boeing Company.

About the Garfield Park Conservatory

Owned and operated by the Chicago Park District, the Garfield Park Conservatory is open Monday through Sunday from 9 a.m. to 5 p.m. and on Wednesdays from 9 a.m. to 8 p.m., with free admission and convenient free parking (special exhibit and activity fees may apply). For information about Garfield Park Conservatory, call (773) 638-1766 or visit www.garfieldconservatory.org.

About the Garfield Park Conservatory Alliance

The Garfield Park Conservatory Alliance is a non-profit organization which strengthens the community through the unique combination of the Garfield Park Conservatory Campus, other botanical resources, and the engagement of community members. With its innovative programs, the Alliance enhances the environment, social and economic vitality of Chicago's West Side and encourages the larger community to explore the fundamental connection between plants and human life. More information can be found at http://www.garfieldconservatory.org/about_us.htm.

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