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**Tere Morris**

## Press Release



### **Tere Morris helps bring in the green at 'PINK '07'**

This year's 3<sup>rd</sup> annual 'Pink Party®' charity event raised a record sum of nearly 1.2 million dollars. The event's proceeds benefit Cedars-Sinai Medical Center Women's Cancer Research Institute at the Samuel Oschin Comprehensive Cancer Institute, directed by Beth Y. Karlan, M.D.

**Santa Monica, California,** September 18, 2007:

Elyse Walker, owner of the Elyse Walker Boutique in the Pacific Palisades, founded Pink Party®. The clothing boutique is reported to be one of the hottest shopping destinations in Los Angeles. According to JL Pomeroy, Elyse Walker's goal of the Pink Party® events is "to bring together women, fashion, loyal friends and her celebrity clientele to raise funds for research and greater awareness vital to encouraging early detection, new treatments and an end to women's cancers." Elyse Walker's own mother was taken by ovarian cancer at 42 years of age.

This year's event, on September 8, 2007, was located at the Viceroy Hotel in Santa Monica, California. Licensed auctioneer and actress, Tere Morris, conducted the live auction. According to Tere Morris, "the overwhelming success of the event was a credit to its generous corporate sponsors and individual benefactors, and of course, the wonderful and selfless devotion of Elyse Walker." Sponsors and supporters include some of the world's best-known designer labels such as, Prada, Gucci, Valentino, Dolce & Gabbana, Balenciaga, Jimmy Choo and Gucci.

Many well-known celebrities attended the event, which was co-hosted by Jessica Biel and Jennifer Garner. Tere Morris stated that, "In addition to the supporters and sponsors, the event's success can be attributed to the executive producer of the event, JL Pomeroy of The jLINE Group." The entertainment included pink mini-dressed 'go-go' girls and dance music spun by celebrity DJ, Steve Aoki. Tere Morris added, "The sold-out crowd was kept happy with gourmet hors d'oeuvres, and of course, the free flowing pink martinis!"

"It gave me great pleasure and satisfaction to be able to be included in such a wonderful charity and I look forward to supporting Pink Party® '08", said Tere Morris.

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