



FOR IMMEDIATE RELEASE

OFFICIAL EVENT WEBSITE | <http://designyourlifechicago.com/>

WHITNEY PORT to host "Design Your Life" – an interactive fashion and lifestyle event

Presented by Dime Worldwide and Gold Coast Ryno

Chicago, IL October 18, 2011- As a star on television series' *The Hills* and *The City*, **Whitney Port** has left her memorable mark on New York and Los Angeles. Now, as the host of *Design Your Life* she is being welcomed to Chicago. On November 12th 2011, **Dime Worldwide** and **Gold Coast Ryno** are pleased to present Chicago an exciting event *designed* to encourage fashion conscious and independent individuals hosted by a woman who encapsulates its virtue; *Design Your Life* – hosted by **Whitney Port**.

At *Design Your Life*, guests will participate in a fashion and lifestyle seminar hosted by **Whitney Port**. The seminar is inspired by Whitney's book *True Whit: Designing a Life of Style, Beauty, and Fun* and includes topics such as "taking chances", "independence", "career success", "personal style", and "relationships". Following the seminar, Whitney will answer questions submitted by guests via a Twitter hashtag given to them upon arrival. Throughout the event, in addition to the seminar with **Whitney Port**, guests will also meet and mingle with owner/operators of many local Chicago fashion and lifestyle businesses.

Design Your Life supports the pursuit of a well rounded life stemming from self-confidence, including professional success as well as personal satisfaction. In addition to her notoriety that stems from her starring roles on television and her recent book release **Whitney Port** has followed her true passion and launched a fashion design brand, **Whitney Eve**. Whitney's cumulative personal and professional achievements make her the ideal speaker to stimulate an insightful and memorable conversation about building a life and a career as a person on the rise. Through her graceful commitment to succeeding as a well-rounded woman Whitney epitomizes the impetus of *Design Your Life*.

As part of the lifestyle experience, guests will be treated to complimentary cocktail stations featuring Autumn-inspired specialty drinks created by acclaimed local bar-stylists **Femme du Coupe**, delicious complimentary hors d'oeuvres, delectable treats by **Lovely Bake Shop**, interactive fitness presentations by **Barre Bee Fit**, salon demonstrations by **George the salon**, gift bags, clothes by non-profit clothier **SEER Outfitters**, invites to exclusive after-parties, and their own red carpet photo shoot. Guests will also be introduced to an exciting new interactive mobile application, **Google Places** from **Google**. The **Google Places** team will be demonstrating their new technology designed to encourage event-goers to rate and review their favorite places in Chicago.

EVENT SPECIFICS:

Design Your Life – hosted by Whitney Port
Saturday November 12, 2011
2:30pm-6:30pm
1045 N Rush St.
Chicago, IL 60611

GENERAL INFO:

The event is for all ages (must be 21+ to consume alcohol)

MEDIA CONTACT:

Dime Worldwide | <http://dimeworldwide.com/>
Adam Johnson | adam@dimeworldwide.com
P: (847) 436-9881

This event is a DIME WORLDWIDE concept. 