



**SUNDAY NOVEMBER 20<sup>TH</sup>, 2005**  
**In Support of North York General Hospital's**  
**BMO Financial Group Breast Diagnostic Centre's**  
**New Mammotome Biopsy System**

**EVENT HISTORY**

The Heart of Fashion is a one-of-a-kind shopping experience and fundraising event presented by Bayview Village Shopping Centre in support of North York General Hospital's BMO Financial Group Breast Diagnostic Centre.

Over 1,800 guests and dignitaries, on an admission ticket-only basis, kick off the season of giving with a unique evening of shopping featuring exclusive night-only in-store discounts; complimentary special martinis, fine wines & gourmet food; and entertainment. Two of the evening's many highlights include bidding at the silent auction (featuring over 150 items) and on the One-of-a Kind "Re-Designed" North York General Hospital Lab Coats. Weeks before the Heart of Fashion event, prominent Canadians, politicians, celebrities and Bayview Village retailers are given a plain white North York General Hospital lab coat and asked to use their imagination to redesign it as they choose. These truly unique and extravagant pieces of workmanship are then auctioned off during the evening.

It is through North York General Hospital and Bayview Village Shopping Centre's partnership that over \$500,000 has been raised for the Hospital's BMO Financial Group Breast Diagnostic Centre and Breast Cancer Services. Bayview Village is one of Canada's most prestigious niche retail centres, successfully serving a distinctive clientele. Driven by more than 100 fashion and lifestyle retailers, Bayview Village has always been the shopping centre of choice for the discerning customer looking for uniquely different merchandise in an inviting, family environment.

**Shop till you Drop!**  
**Exclusive Night-Only In-Store Discounts**  
**Cocktails and Hors D'oeuvres**  
**Silent Auction**  
**One-of-a-Kind Re-Designed Hospital Lab Coats**  
**Entertainment**  
**50-50 Cash Draw**

**Just some of the highlights you will enjoy at the 2005 Heart of Fashion...**

**For more information, please contact Nishi Elisabeth Aubin at 416-756-6809.**