

BAYVIEW **B**VILLAGE

SHOPPING **BV** CENTRE

For Immediate Release

July 25, 2005

**Shopping for A Cause: Style, Celebrities, and Holiday Spirit Unite to Support
Breast Cancer Services at The 5th Annual *Heart of Fashion* Event
–Annual Fundraiser Hopes To Raise \$140,000 For North York General Hospital–**

Toronto, Ontario – Glamour, glitz and a good cause... On November 20th 2005, holiday shoppers will head to the ultimate style destination to indulge in fabulous cocktails, gourmet delights and exclusive discounts – all while raising much-needed funds for breast cancer services at North York General Hospital. Celebrating its 5th anniversary, the Heart of Fashion, presented by Bayview Village Shopping Centre in partnership with BMO Financial Group, will welcome over 1,800 guests and dignitaries for an extraordinary, one-of-a-kind fundraising event. This year, Heart of Fashion event organizers hope to raise \$140,000 for the diagnosis and treatment of breast cancer at North York General Hospital's BMO Financial Group Breast Diagnostic Centre. In the past four years this unique event has raised half a million dollars for the hospital.

Retailers at Bayview Village Shopping Centre will be offering exceptional, once-in-a-lifetime discounts exclusively for event guests. Amid the holiday shopping, guests will have the opportunity to participate in a silent auction featuring extravagant gift items and one of a kind hospital lab coats creatively designed by Bayview Village retailers and Canadian and international celebrities. Past designers include hockey superstar Wayne Gretzky, The Right Honourable Paul Martin and The Toronto Maple Leafs. The lab coats will be on display among other auction donations from over 70 Bayview Village retailers. Event tickets and Heart of Fashion information are available by calling 416.756.6944.

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EDITORS: PLEASE HOLD THE DATE. AN INVITATION TO THE HEART OF FASHION WILL BE SENT CLOSER TO THE EVENT DATE.

WHO: Bayview Village Shopping Centre
North York General Hospital Foundation

WHAT: Heart of Fashion

WHERE: Bayview Village
2901 Bayview Avenue
Willowdale, ON
(Bayview & Sheppard)

WHEN: Sunday, November 20, 2005
V.I.P reception: 5:45 pm
Event Hours: 6:30 – 9:30 pm

PHOTO OP: Over 1,800 guests enjoy fine wines and cocktails, gourmet food, entertainment and exclusive holiday shopping. A unique collection of celebrity lab coats, designed by celebrated actors, musicians, designers and retailers will be a feature of the evening's silent auction.

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