



For Immediate Release: October 19, 2009

**ONE NIGHT, FOUR HAUTE DESTINATIONS TO EXPERIENCE AT HEART OF FASHION!**

**BAYVIEW VILLAGE SHOPPING CENTRE'S 9<sup>th</sup> ANNUAL FUNDRAISER SUPPORTS NORTH YORK GENERAL HOSPITAL'S CANCER PATIENTS & THEIR FAMILIES**

**Toronto, ON** – What do *Sex and the City*, a gentleman's polo club, Coco Chanel and belly dancing have in common? They are all going to be under one roof for one exclusive night of shopping at Bayview Village Shopping Centre – one of Canada's most prestigious shopping centres. The 9<sup>th</sup> Annual Heart of Fashion extravaganza, takes place **Sunday, November 22, 2009 from 6:30 p.m. to 9:30 p.m.** Proceeds benefit patients and families served by North York General Hospital's Karen, Heather and Lynn Steinberg Breast Services.

This fabulous evening will include four international fashion zones:

**New York's Fifth Avenue**

- Mini manicures with The Village Spa
- Dermalogica skin bars
- Colio Estates Winery Girls Night Out Wines

**L.A.'s Melrose Avenue**

- Belly dancing demo
- DJ spinning tunes
- Psychic readings

**London's Bond Street**

- Beer, gin and scotch tasting
- Golf demonstration courtesy of Angus Glen
- Black's Photography will take your picture with a sports celeb and provide voucher for free picture in store

**Paris's Champs-Elysees**

- Perfume station
- French chanteuse
- Full-scale Parisian-inspired fashion show

**Another exciting new element at this year's event is the chance to win a trip for two valued at approximately \$10,000 to London, England. This includes Air Canada Executive Class round-trip tickets, six night accommodation and money to shop!**

And there's more - attendees are treated to in-store discounts, fashion shows, celebrity chef Emily Richards cooking in the LCBO kitchen, fine wines, cocktails and gourmet food.

Back by popular demand are the Mystery Bags with amazing prizes in each one! To date, 750 Mystery Bags have been stuffed with goodies from companies such as Elizabeth Arden, Proctor and Gamble, Nestle, The Village Spa, McBlooms, and Angus Glen. Valued at \$150, these bags will be sold at the event for \$60 while they last!

Heart of Fashion offers shoppers what's "haute" in the world of fashion, beauty, dining and home décor — while also supporting a wonderful cause. Over the past eight years, the generosity of Bayview Village Shopping Centre, its retailers, and Heart of Fashion participants has raised over \$1 million dollars for patients being treated at North York General Hospital.

Tickets are \$75 per person. **For more information or to purchase tickets, please contact 416.756.6944 or visit [www.heartoffashion.ca](http://www.heartoffashion.ca).**