



# Women’s Board Fashion Show Fact Sheet

## History

The Women’s Board of the American Cancer Society was founded in 1952 by a dedicated group of women who had volunteered for the Red Cross during WWII. When their service to the Red Cross had ended, they decided the time had come for women to exercise a more direct influence in business and philanthropy. Led by Ginevra Pirie of Carson Pirie Scott & Company, Hope Abelson, and other friends, they formed the first Women’s Board of the American Cancer Society. For more than five decades, this group of leading women has worked to fundraise for the Society, while sustaining its unique place in Chicago by attracting women from business, social, and philanthropic sectors.

The Women’s Board Fashion Show has featured legendary designers such as: Bob Mackie and Geoffrey Beene—and most recently—ESCADA (2000), Akris (2001), Giorgio Armani (2002), MaxMara (2003), St. John (2004 and 2005), Bill Blass (2006), Oscar de la Renta (2007), Carolina Herrera (2008), Maria Pinto (2009), and a Saks Fifth Avenue Anniversary Show (2010.)

## The 2011 Show

For the 26<sup>th</sup> annual event, the American Cancer Society (ACS) is partnering with Saks Fifth Avenue to host a fashion show featuring designer shoes and handbags—combining glamour and fundraising in an effort to “Cure by Design.”

## When and Where?

The Fashion Show will be held on the evening of Wednesday, July 27, 2011 at the historic Palmer House Hilton.

Festivities will begin at 6 p.m. with a pre-event reception, which includes hors d’oeuvres, a silent auction and raffle. The fashion show will be held in the Palmer House Hilton’s Grand Ballroom following the reception.

## Who?

This glamorous event will feature an exclusive runway production from multiple high-fashion accessory designers and will be attended by 700-800 women and men. Sponsors and guests for this event represent various corporations and industries from the Chicago metropolitan area.

## Fundraising

Since its inception in 1952, the Women’s Board has worked to raise dollars to support the ACS’ mission to save lives and create more birthdays by helping people stay well, get well, find cures, and fight back. In the last 10 years alone, the Women’s Board has raised more than \$1.8 million in the fight.

## Sponsorships Opportunities

Presenting Sponsor—\$25,000 (exclusive opportunity)

VIP Reception Sponsor—\$15,000 (two opportunities)

Platinum to Silver Angel Sponsor—\$1,000 to \$10,000 (multiple opportunities for each)

Program Patron—\$500 (multiple opportunities)

**Event Date**  
July 27, 2011

**Event Location**  
Palmer House Hilton

17 E. Monroe St.  
Chicago, IL 60603

**For additional information,  
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