

HOLIDAY HOUSE

TO BENEFIT THE GREATER NEW YORK CITY AFFILIATE OF SUSAN G. KOMEN FOR THE CURE®

**PRESS RELEASE
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BREAST CANCER SURVIVORS AND ADVOCATES CREATE THIRD ANNUAL HOLIDAY HOUSE A Designer Showhouse Celebrating a Year Full of Holidays

**December 1 – 15, 2010
2 East 63rd Street, New York City**

For the third consecutive year, breast cancer survivors and advocates have banded together to create a Holiday-themed Designer Showhouse event benefiting the **Greater New York City Affiliate of Susan G. Komen for the Cure®**. **HOLIDAY HOUSE** will feature original tabletop designs, settings and rooms by renowned interior designers. The Opening Night Gala will be held on Tuesday, November 30th from 6:30-9:30 PM. The evening's honorary chairs are **Sara Gore**, host of LXTV, and **Maurice Dubois**, CBS 2 News anchor.

Designers will create unique tables and rooms celebrating specific holidays, from a New Year's Eve party to a New Year's Day brunch, a Hanukkah dinner, Valentine's Day lounge and more. **Timothy & Associates** is preparing a refined Christmas celebration; **Mark Epstein's** design will celebrate Hanukkah. **Robin Wilson** is setting her tablescape for Easter. **Rooms by Eric Cohler and Stephen Fanuka** is creating a Mother's Day fete. **Krissa Rossbund**, Senior Style Editor of *Traditional Home* is partnering with **Silver Peacock** to create an unforgettable birthday party.

Many of the designers involved in this year's **HOLIDAY HOUSE** have had personal experience with breast cancer. **Iris Dankner**, founder of **HOLIDAY HOUSE**, is a 13-year breast cancer survivor and was a member of the Komen Greater NYC Board of Directors and Chair of the Komen NYC Race for the Cure. "I am very proud to once again be creating an event like Holiday House with Production Chair **Stephan Sparta**. It combines my twin passions, love of design and my dedication to Komen Greater NYC," said **Dankner**. "I am excited to be a part of this effort and to be working side by side with some of the greats in the interior design business."

HOLIDAY HOUSE 2010 will offer an array of activities, such as hot chocolate and lunch at the **Marie Belle Chocolatier** Café, shopping at the Holiday House Boutique, and a **Rizzoli** pop-up-bookstore. In addition, the showhouse will feature lectures, book signings, and culinary demonstrations. Special events include an Authors Night booksigning with a host of authors personalizing the season's best illustrated books, including **Bobby McAlpine's** *The Home Within Us*, **Jamee Gregory's** *New York Parties*, **Nancy Corzine's** *Glamour at Home*, **Richard Mishaan's** *Modern Luxury*, and many more.

The venue for **HOLIDAY HOUSE 2010** has been generously donated by Emily and Len Blavatnik. **HOLIDAY HOUSE** will be open to the public from Wednesday, December 1st through Wednesday, December 15th, 2010. Admission is \$25. Hours are 10 AM until 6 PM. Thursdays until 8 PM.

HOLIDAY HOUSE is sponsored by *Traditional Home* Magazine, **41 Madison/The New York Merchandise Mart, LXTV, Farrow & Ball, Rizzoli New York, MarieBelle New York, and Manhattan Shade & Glass.** All proceeds will benefit **The Greater New York City Affiliate of Susan G. Komen for the Cure.**

2010 Participating Designers:

Art de Triomphe
Barbara Ostrom Associates
Blair Design Associates
Bradley Thiergartner Interiors
Debra Landis Design
Diane Durocher Interiors
Fred Marcus Photographers
Harriett Belag Art Furniture
Irwin Feld Design/Mid Century Antiques
Isabel O'Neil Studio
Jeffrey Shaw Photographers
Jolie@joliekorek.com
Josi Morales Designs
Kate Taylor Interiors
Kathryn Scott Design Studio, Ltd.
Marcia Sherrill for Lerebours Antiques
Marcia Tucker Interiors
Mark Epstein Designs, Inc.
Mary Anne Davis with Davistudio Fine Porcelain
MH Studio
Moura Starr
Robin Wilson Home
Rona Landman Design & Kleinfeld
Rooms by Eric Cohler and Stephen Fanuka
Rooms by Zoya B.
Sabin Howard Sculpture
Samantha's Table Strategic Matchmaking
Stephan Sparta Design
SY Interior Designs
Timothy & Associates Interior Design
Traditional Home with The Silver Peacock

For more information, please visit www.holidayhousenyc.com or email holidayhousenyc@gmail.com.

About The Greater New York City Affiliate of Susan G. Komen for the Cure

In 2010, Komen Greater NYC is celebrating its 20th anniversary. Founded in 1990, Komen Greater NYC has raised over \$50 million to date. The organization is dedicated to the greater New York City metropolitan area, disbursing up to 75 percent of its net income to local programs offering breast health education, screening and treatment in the five boroughs of New York City, on Long Island and in Westchester and Rockland Counties. Twenty-five percent of all revenues fund national peer-reviewed research programs. In 2010, Komen Greater NYC awarded close to \$4.3 million in grants — \$3 million supporting 37 community-based organizations and three hospitals that provide breast health programs to underserved women and more than \$1.3 million underwriting peer-reviewed research projects at the national level.

For more information, please visit www.komennyc.org or call 212-293-CURE.

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested \$1.5 billion to fulfill our promise, becoming the largest source of non-government funds dedicated to the fight against breast cancer in the world.

For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877-GO KOMEN.