



Ovations for the Cure of Ovarian Cancer
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For Immediate Release

Sara Campbell Fashion Preview to Benefit Ovarian Cancer

Local Boston fashion designer and celebrities help raise money for ovarian cancer

February 9, 2009—Boston, MA—Ovations for the Cure of Ovarian Cancer of Natick, MA, a national ovarian cancer organization, and local fashion designer Sara Campbell, who blends timeless and classic design elements with modern fashion sensibilities, join together to raise funds for ovarian cancer research, awareness and patient programs.

This fashion/trend preview and light luncheon, scheduled to take place Friday, March 12, 2010 from noon to 2 pm at the Sara Campbell boutique in Wellesley, MA, will feature Campbell's 2010 Spring/Summer Collection. Local celebrities including, Beth Shelburne of NECN, Candy O'Terry at Magic 106.7 FM, Kathryn Tappen of NESN, Kelley Tuthill of WCVB-TV, and Naomi Kooker of Boston Common Magazine will model the designer's latest fashions. Hair and make-up will be provided by Ovations supporter and local stylists, David Paul Salons of Sudbury.

“We are thrilled to have Sara Campbell and the celebrity models join us in our efforts to increase awareness of one of the most deadly women's cancers,” said Lisa Tocci, Director of Operations at Ovations for the Cure. “This event will be a fun and unique way to share potentially life-saving information within the community and raise the necessary funds to help fight ovarian cancer.”

Sara Campbell believes in using her fashions as a voice, “I do not think it is a choice about whether or not to work towards a cure for women's cancer. It is our responsibility as women. Ovarian cancer is one of the leading killers and unfortunately, it does not get the attention it deserves. For me, for my daughters, sisters, friends, and all women who live and breathe, it is time to get serious and learn about ovarian cancer. I am very excited about our event with Ovations for the Cure, I look forward to meeting all the women that believe in this cause and together we can make a difference.”

Tickets are pre-sale only and can be purchased online at www.ovationsforthecure.org for \$40 each. All items purchased at the event will have an exclusive discount of 10% off the regular price and 10% will benefit ovarian cancer research, awareness and patient programs supported by Ovations for the Cure of Ovarian Cancer.

About Ovations for the Cure:

Ovations for the Cure, Inc. is a 501(c)(3) non-profit organization dedicated to the relentless pursuit of a cure for ovarian cancer in three critical ways. First, by providing critical funding of new and ongoing ovarian cancer research and treatment initiatives. Second, by actively increasing the awareness of the subtle signs and symptoms of this silent disease. Third, by giving hope, education and comfort to those currently battling ovarian cancer through its patient programs. The organization was founded in 2006 by nine-year ovarian cancer survivor Patricia Franchi Flaherty, who also lost her mother to the disease. Patty decided to dedicate her life to raising awareness of the risk factors and subtle warning signs of this often overlooked women's cancer so no other women would have to endure what she did. For more information about Ovations, please visit www.ovationsforthecure.org.

About Sara Campbell:

Designer Sara Campbell creates and sells her signature line, *Sara Campbell* to better-specialty retailers nationwide. The *Sara Campbell* collection features sophisticated pieces consisting of dresses and suits. The line also offers sportswear for the more playful contemporary flare. Her chic shops are located in Boston's South End and Wellesley's Linden Square; they feature the collection in its entirety, along with accessories and gifts that reflect her youthful spirit and more feminine approach to everyday items. For more information, visit www.saracampbell.com or call 617.482.7272 (Boston), 781-235-1321 (Wellesley).

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