



Contact: Andy Gelb / Marisa Honig  
PMK/HBH  
(310) 289-6200

**THE 15<sup>TH</sup> ANNUAL RACE TO ERASE MS THEMED “We Heart to Erase MS”**

**FRIDAY, MAY 2, 2008**

**MUSICAL PERFORMANCE BY LEGENDARY RECORDING ARTISTS**  
**FRANKIE VALLI & THE FOUR SEASONS**

(Los Angeles, CA – March 26, 2008) – Co-Chairs Nancy Davis and Tommy Hilfiger once again welcome celebrity friends including **Forest and Keisha Whitaker, Natalie Cole, Sharon Osbourne, Ray Romano, Teri Garr, Rachel Hunter, Harry Hamlin, Danny Masterson, Daisy Fuentes** and many more to the 15<sup>th</sup> Annual *Race to Erase MS* event, themed “*We Heart to Erase MS*” on Friday, May 2<sup>nd</sup> at the Hyatt Regency Century Plaza. The event will feature an exciting live performance by Rock and Roll Hall of Fame Artists **Frankie Valli & The Four Seasons**. The evening will benefit The Nancy Davis Foundation for Multiple Sclerosis and is sponsored by Tommy Hilfiger, American Airlines, EMD Serono, and Hyatt Regency Century Plaza.

This year, Lisa Rinna will be joining returning auctioneer Tom Arnold to host the evening’s exciting live auction. The high-energy auction will feature an extraordinary list of luxury items including gift certificates, jewelry, exotic trips and much more. The event will also feature an exclusive celebrity fashion show featuring the Spring 2008 runway collection by Tommy Hilfiger, modeled by celebrity friends. Last year’s event raised over \$2.5 million for The Nancy Davis Foundation for Multiple Sclerosis, which was founded by Davis in 1993.

For the first time, the month of May will not only mark the 15<sup>th</sup> Anniversary of the Race to Erase MS event, but also act as the MS awareness month featuring the “ ‘Orange’ You Happy to Erase MS” campaign and introduce orange as the new MS awareness color. Nancy Davis, along with long time supporter Tommy Hilfiger, has designed a bracelet exclusively for QVC that will be available for sale a few days after the Race to Erase MS event. The campaign also has its own commemorative t-shirt in signature MS orange designed by Tommy Hilfiger. Various other “orange” products will be sold to benefit the cause, including: leather bracelets, orange wallets (perfect to hold the *Nancy Davis Very Necessary Medical ID Card*), specially designed *Crumbs* cupcakes (which will be sold at their Beverly Hills location), *Oceanaut Watches* available at Nordstrom, and *Keisha Whitaker’s Kissable Couture* nail polish and lip

gloss. Proceeds will go to the Nancy Davis Foundation of Multiple Sclerosis. To purchase any of these items, please visit [www.erasems.org](http://www.erasems.org).

The Nancy Davis Foundation for Multiple Sclerosis is dedicated to the treatment and ultimate cure for MS. Funding research is the core focus of the Foundation and significant strides have been made to find the cause and cure of this debilitating disease. All funds raised support “The Nancy Davis Center Without Walls” program, a unique collaboration of the world’s leading MS research scientists representing UC San Francisco, Brigham & Women’s Harvard Hospital, Yale, The Cleveland Clinic, Oregon Health Science University, Johns Hopkins and University of Southern California. This nationwide collaboration of physicians, scientists and clinicians are on the cutting-edge of innovative research and therapeutic approaches to treat MS. It is the hope of the Foundation that in addition to combating MS through research in a clinical environment, awareness will be created by educating the public about this mysterious disease. .

*Tommy Hilfiger* is a leading premium lifestyle brand and one of the largest designer apparel brands globally. Tommy Hilfiger Group designs and markets men's and women's casual wear, sportswear, jeans, children’s wear and footwear. The Group’s products can be found in its network of dedicated retail stores in Europe, the United States and Canada, as well as in leading specialty and department stores throughout Europe and North America. Through over 40 licensees, *Tommy Hilfiger*-branded products, including a broad array of related apparel, accessories, fragrance and home furnishings, are distributed worldwide, including in Mexico, Central and South America, Japan, Australia India, China and elsewhere throughout Asia.

Tickets to the 15<sup>th</sup> annual *Race to Erase MS* start at \$1,000. To purchase tickets for the event, please call (310) 440-4842. For additional information or to request media credentials to cover this event, please call Andy Gelb or Marisa Honig of PMK/HBH at (310) 289-6200.

###

**WE**   
**TO ERASE**  
**MS**