

**NANCY DAVIS FOUNDATION FOR MULTIPLE SCLEROSIS**



**Orange**  
**you Happy to**  
**Erase MS**

**MS Awareness Campaign  
Media Book**









**"ORANGE YOU HAPPY TO ERASE MS"**  
**MONTH OF MAY MS AWARENESS CAMPAIGN**

**Los Angeles, CA – March 2011** – Each year, Multiple Sclerosis (MS) Survivor and advocate Nancy Davis celebrates the "Orange You Happy to Erase MS" campaign during the month of May, the official MS Awareness month, by selling a variety of orange products to benefit the cause and elevate the public awareness about MS, hosting the annual star-studded *Race to Erase MS* gala.

Orange, the vibrant color of hope which has been chosen to represent Multiple Sclerosis, has inspired a variety of companies and designers to create unique orange products which will be sold to benefit *Race to Erase MS* and the Nancy Davis Foundation for Multiple Sclerosis. In 2011, the following generous orange campaign partners will be donating all or a portion of their sales to promote MS:

- Proceeds of an exclusively designed shirt and a crown necklace, earring and ring collection from **Peace and Love Jewelry by Nancy Davis**.
- 30% of the proceeds from any item purchased from the Peace and Love Jewelry by Nancy Davis retail website will be donated to the charity.
- Beginning in April **Harry & David** will donate 20% of the proceeds from their Royal Oranges.
- **Judith Ripka** will give 20% of the profits made from sales on their website as well as 20% of sales from their Beverly Hills store.
- **Kitson** will support the campaign by selling "Orange Campaign Collection" items with proceeds going to charity.
- Proceeds from a guest room package at the **Mandarin Oriental New York** for the month of May.
- **Laura Geller's** "Bring on the Bronze" make-up collection will provide 20% of proceeds to the foundation.
- **Don Francisco's Coffee** custom Orange Essence blend will help the cause.
- **Jewelry for a Cause** has designed an exclusive orange Buddha necklace, also available through Wishlist.com, with 20% of the proceeds going to the organization.
- **Kashwere** will donate 20% of sales from their Terracotta Throw, Pumpkin/Crème Car Coat and DuckKreature baby blanket. Purchase of any of these items will receive a cozy pair of Kashwere socks as a gift with purchase.
- **Avalon Hotel, Oliverio** restaurant has created a special drink and dessert exclusively for the campaign and will donate 20% of the proceeds.
- **EFX Performance Inc.** created a signature holographic performance band to support the foundation year round.
- **Zaza Collection** will donate all sales of their "Orange Campaign" products to the organization.
- **Deuce Brand** produced a customized watch for the campaign with \$5 per watch going to the charity.
- A collection of pieces including an exclusively designed pair of "orange" studs by **Big Bang Jewelry**.
- **Archipelago** will contribute to the foundation by providing 50% of the sales on their Orange soy candle.
- **Arbonne, The Bakery Boutique, Bold Girlz, Bonnie Marcus, Chelsea Taylor, Donni Charm, Dry Divas, Farm Fresh to You, Intermix, Isaac Mizrahi, Kid Dangerous, Lisa Hoffman Beauty, The Nuddle Blanket, Premiere Moissante, ProFlowers, P.S. Koveralls, Red Envelope and Stella & Dot** are also Orange Campaign Partners contributing to the foundation.

All those participating in the Orange Campaign will be directly benefiting the Nancy Davis Foundation for Multiple Sclerosis, which is dedicated to not only developing treatment for MS but ultimately finding a cure.

MS Awareness month 2011 will kick-off on Friday, April 29 as Nancy Davis hosts the 18<sup>th</sup> Annual *Race to Erase MS* event taking place at the Hyatt Regency Century Plaza Hotel in Los Angeles. The annual star-studded gala has raised more than \$35 million for the Nancy Davis Foundation for Multiple Sclerosis and its Center Without Walls program, which was founded by Davis in 1993.

You can support the orange campaign by visiting participating retailers and shopping online at [www.erasems.org](http://www.erasems.org).

Tickets to the 18<sup>th</sup> annual *Race to Erase MS* start at \$1,000 and tables start from \$10,000 up to \$50,000. To purchase tickets for the event, please contact [info@erasems.org](mailto:info@erasems.org) or 310.440.4842.

Orange  
 you Happy to  
 Erase MS

**ERASEMS.ORG**

and propel us one step closer to  
finding a cure for multiple sclerosis.

**SHOP ONLINE**

**PARTICIPATING PARTNERS:**

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 Kitson  
 Laura Geller  
 Lisa Hoffman Beauty  
 Mandarin Oriental, New York  
 The Nuzzle Blanket  
 Photos and Love Jewelry  
 by Nancy Davis  
 Premier Mossante  
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 Red Envelope  
 Zazz Collection



The Nancy Davis Foundation for Multiple Sclerosis is a non-profit  
 organization dedicated to the treatment and ultimate cure of MS.  
 Funding research is the core focus of the Foundation and all funds  
 raised support our Center Without Walls program, a selected  
 network of the nation's top MS research centers. 313-540-4842

**RACE  
MS**

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1-800-635-6363 • 313-540-4842 **ERASEMS.org**





## WIN IT!

One lucky Star reader will win an Orange You Happy to Erase MS gift bag!

Nancy Davis leads the 18th annual campaign to raise awareness and find a cure for Multiple Sclerosis. Throughout the month of May, brands lend their support by creating special orange items. Included in the package are a Judith Ripka for QVC handbag, an exquisite Peace & Love diamond necklace designed by Nancy herself and more! To enter, log on to RadarOnline.com starting April 22.

TOTAL  
VALUE:  
\$3,040!



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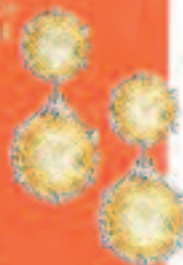


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Nancy Davis Foundation

The "Orange You Happy to Erase MS" Fund. Make a difference and save lives by donating to the Nancy Davis Foundation. Help us find a cure for Multiple Sclerosis.



For more information, visit us at [www.nancydavisfoundation.org](http://www.nancydavisfoundation.org).  
Go to [www.star.com](http://www.star.com) for more information. All prizes are subject to availability.  
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## OK!'S HOT THIS WEEK

### SKIN-CARE SECRET

Zoe Saldana uses La Prairie's Cellular Power Infusion, which has four youth-restoring oils in a chic leather box.



### WEDDING SURVIVAL KIT

Urban Decay's Urban Brides has coupled with the movie *Bridesmaids*, packaging their best-selling products.



### GIVEAWAY

Win the official Race to Erse MS event gift bag, which

features products from Peace & Love Jewelry by Nancy Davis, M.A.C., Kinross, Wet Cement, OPI, Plurid, Laura Geller and more. Enter to win at [demagazine.com/webstakes](http://demagazine.com/webstakes).

### BABY MUST-HAVE

Melissa Rycroft loves the hot new iCandy Peach stroller, the newest addition to the British luxury line for moms, found at [givewink.com](http://givewink.com).



## THE US BUZZ-O-METER

From good ideas and love to no major shakes (the bees), the people, places and things that are keeping it buzzin'...

**ROCK & ROYALTY TEE**  
Proceeds from this shirt, worn by Paris Hilton and Avril Lavigne, support MS research. (\$20, [maweb.org](http://maweb.org))



### LOVE, CHLOE PERFUME

Excuse, yes! Julia Stiles, Megan Seeman and Eric Assmus all agree on this powdery floral fragrance. (\$90, [chloefragrances.com](http://chloefragrances.com))

**IMPERIAL NO. 9**  
John Mayer and Naomi Watts have shared small plates at this fancy hotel. NYC's new kitchen is hot. ([imperialnyc.com](http://imperialnyc.com))



### SHELLY'S LONDON

First-class! The beloved St. Thomas Roberts and Taylor Swift is serving up this retro-chic platform. (\$375, 202-995-1520)

**MONAWES**  
Heads of Ricky Martin, Ben Cramer, Jared Leto and Willow Smith are now sporting this punk half-mooned hairstyle.







## WIN IT! Race to Erase MS Gift Bag

May 18, 2011

<http://www.okmagazine.com/2011/05/win-it-race-to-erase-ms-gift-bag/>

## WIN IT! Race to Erase MS Gift Bag

May 18th, 2011 3:00 pm ET Author: OK! Staff



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One lucky OK! reader will take home the official Race To Erase MS event gift bag, which features products from Peace & Love Jewelry by Nancy Davis, M.A.C., Kinerase, Wet Cement, O.R.I., Murad, Laura Geller and more.

ENTER FOR A CHANCE TO WIN



## Life & Style Win it!

To enter, visit [LSwinit.com](http://LSwinit.com)

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Bath & Body Works gift card and Slatkin & Co. home-fragrance giveaway, [bathandbodyworks.com](http://bathandbodyworks.com)



\$200  
value



Nancy Davis Foundation for MS Orange Campaign presents Tiger J Bag filled with goodies, [erasesms.org](http://erasesms.org)

\$500  
value



From Prada to Nada Blu-ray Disc, [lionsgate.shop.com](http://lionsgate.shop.com)

\$20  
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## Beauty Spots

By HILARY HOWARD

Published: April 27, 2011

## SWEET REWARD

[Enlarge This Image](#)

Dan Neville/The New York Times

Laura Geller, the makeup artist and entrepreneur, has created a limited-edition kit, Bring on the Bronze, to

benefit [the Nancy Davis Foundation for Multiple Sclerosis](#). A copper pouch includes Spackle Tinted Under Makeup Primer in Bronze; Split Baked Body Frosting in Sugar Glow/Honey Glow; Baked Eye Shadow Duo in Candied Bronze; I-Care Eyeliner in Brown; and Lipshine SPF 15 in Sundrenched. The kit is sold at [LauraGeller.com](#) for \$55 (20 percent of proceeds go to the foundation).

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Geeked out about the royal wedding coming up this weekend? One way to show your excitement and help a great cause at the same time is by buying one of these regal-themed items designed by Nancy Davis to help erase Multiple Sclerosis (MS).

The 18th annual 'Race to Erase MS' gala is being held on April 29th (the same day as Prince William and Kate's nuptials), so to celebrate the coincidence of timing, the party is being called 'Rock & Royalty to Erase MS.'

Whether you're a fan of the royals or not, there's no doubt that the clothing and jewelry Nancy created for the cause is cute - and it's modeled by Paris Hilton! My favorite pieces are the \$24 'Rock & Royalty to Erase MS Tee' and the \$54.39 'Royal Crown Earrings,' both pictured above and available for pre-order now on [www.EraseMS.org](http://www.EraseMS.org).

About.com April 27, 2011

"I thought it was going to be over the top, but it was more about simplicity and elegance," said Allen Schwartz, co-owner of A.B.S., which is known for pumping out copies of celebrity dresses. "This is Grace Kelly revisited. This is iconic. She will have a huge impact in fashion. She will be the new 'it' girl." Schwartz, who started sketching as soon as the gown was revealed on TV, said his team arrived at 6:30 a.m. at his Los Angeles showroom, ready to cut the pattern. He unveiled the gown at a charity gala on Friday night and on Saturday, one of his A.B.S. stores in the area was expected to have a sample on display for customers. The gowns, which will be produced in local factories, should be in department stores by late June. They will retail for \$900.

"Every bride wants to look like her," said Shosh Moradi, lead designer for family-owned Faviara, a special occasion and wedding dress design company based in New York. "This is going to be the No. 1 dress for the bridal line." Faviara is expected to finish a prototype by Monday and will either send the sample to one of its factories in China or have it made domestically. The company's version will be in stores within the next eight to 10 weeks.

Already, she said, a number of department stores have been calling about when they would receive shipments. Pumping out celebrity-inspired dresses isn't new for companies like A.B.S., David's Bridal or Faviara. They're used to producing similar versions on tight deadlines of dresses spotlighted at the Oscars or the Emmys. But many say the pressure is much more intense given the enormous interest in the princess and her influence on fashion so far.

Hat companies like Serendipity Tiana have credited Kate for helping to popularize the fascinator, a feathered hat worn perched on the side of the head. CMC reported it has sold 64,000 units of an affordable copy of Kate's sapphire ring since her engagement last November. Its price at just under \$40.

Technology has helped speed up the design process. Peter Brown, vice chairman of retail consulting firm Kurt Salmon, says it takes only about 12 hours from design to prototype because everything is digitized and people can communicate through e-mail. Thirty years ago, when companies rushed to copy Princess Diana's dress, it took a couple of weeks.

Designers can also instantaneously pull up photos of Kate's dress on their iPads, enabling them to get a closer look of the details. That's how Moradi's son Omid, who is also a principal of Faviara, was able to see the details of the gown's Chantilly lace. By 8:30 a.m. Friday, the team was at a local lace supplier buying similar lace.

Fashion companies said they're not exactly copying every detail of Kate's gown, but taking elements of the design to make it more wearable — and of course more affordable.

Clearly, Kate's dress, which had a 9-foot-train, compared to the late Princess Diana's 25-foot train, is more easily interpreted for the masses. Moderate-priced fashion companies are using polyester-based satin instead of the more expensive Duchess satin. But for the rest of the details, each company has a different take, though they are embracing the overall silhouette and the long lace sleeves.

Shosh Moradi said she would cut the train down to 3 feet (90 centimeters) and have no lace on the skirt to control the price. She will also modify the bustle in the back to slenderize the bride. The gown is expected to sell for anywhere from \$1,500 to \$2,000.

David's Bridal's design director Dan Rantilla said that the train would be trimmed some 2 feet to about 66 inches, and it won't feature as much lace on the skirt of the gown. The dress will be priced for under \$1,000, he said. A.B.S.' Schwartz said that his version of the gown would have a mermaid train of about 4 feet. He's also trimming the bustle in the back.

"I'm cleaning it up," Schwartz said, "and putting my own spin."

April 26, 2011

Estimated Visitors Per Month: 753,728

<http://www.fitnessmagazine.com/blog/blast/2011/04/26/health-heroes-to-erase-ms-rock-royalty-gala/#more-2886>

#### Race To Erase MS "Rock & Royalty" Gala



Tomorrow is a glorious day in the land of wannabe princesses all over the country (me included). Watching soon-to-be Princess Katherine Middleton walk down the aisle to her handsome Prince William will be such an awe-inspiring (as in *awww* they're so cute together!) moment for myself and so many other millions, maybe billions, of people watching. We're all suckers for a real love story as good as this. How many of you plan to wake up early to watch Will and Kate say their "I do's"? I do!

Tomorrow also marks the 18th anniversary of the Race To Erase MS gala—appropriately named the "Rock & Royalty to Erase MS." At this celeb-filled kickoff event, in which Joan Jet and country music star Clay Walker will perform, the Nancy Davis Foundation will launch a new crop of royal-themed items (like t-shirts and jewelry) which give proceeds to research and awareness for this disease and the people suffering from multiple sclerosis today (check out the touching story of Jennifer Schuble on our "That's The Spirit" back page in our May issue).

During the entire month of May, the foundation celebrates Orange You Happy to Erase MS with these following brands and famous faces that will do their part to give back to this very deserving cause. Check out this long list of awesome orange stuff you can snag to support MS research.

- Proceeds of an exclusively designed shirt and a crown necklace, earring and ring collection from **Peace and Love Jewelry by Nancy Davis**.
- 30% of the proceeds from any item purchased from the **Peace and Love Jewelry by Nancy Davis** retail website will be donated to the charity.
- Beginning in April **Harry & David** will donate 20% of the proceeds from their **Royal Oranges**.

For the complete list of give-back gear, read more.

- **Judith Ripka** will give 20% of the profits made from sales on their website as well as 20% of sales from their Beverly Hills store.
- **Kitson** will support the campaign by selling "Orange Campaign Collection" items with proceeds going to charity.
- Proceeds from a guest room package at the **Mandarin Oriental New York** for the month of May.
- **Laura Geller's** "Bring on the Bronza" make-up collection will provide 20% of proceeds to the foundation.
- **Don Francisco's Coffee** custom Orange Essence blend will help the cause.
- **Jewelry for a Cause** has designed an exclusive orange Buddha necklace, also available through **WishList.com**, with 20% of the proceeds going to the organization.
- **Kashmere** will donate 20% of sales from their **Terracotta Throw**, **Pumpkin/Crème Car Coat** and **DuckKreature** baby blanket. Purchase of any of these items will receive a cozy pair of **Kashmere** socks as a gift with purchase.
- **Avalon Hotel, Oliverio** restaurant has created a special drink and dessert exclusively for the campaign and will donate 20% of the proceeds.
- **EPX Performance Inc.** created a signature holographic performance band to support the foundation year round.
- **Zaza Collection** will donate all sales of their "Orange Campaign" products to the organization.
- **Deuce Brand** produced a customized watch for the campaign with \$5 per watch going to the charity.
- A collection of pieces including an exclusively designed pair of "orange" studs by **Big Bang Jewelry**.
- **Archipelago** will contribute to the foundation by providing 50% of the sales on their Orange soy candle.

**Arbonne, The Bakery Boutique, Bold Girtz, Bonnie Marcus, Chelsea Taylor, Donni Charm, Dry Divas, Farm Fresh to You, Intermix, Isaac Mizrahi, Kid Dangerous, Lisa Hoffman Beauty, The Nuzzle Blanket, Premiere Molisante, ProFlowers, P.S. Koveralls, Red Envelope and Stella & Dot** are also Orange Campaign Partners contributing to the foundation.





## Style File: Orange Campaign

Good Day LA video report.

Updated: Tuesday, 10 May 2011, 1:02 PM PDT

Published : Tuesday, 10 May 2011, 1:02 PM PDT



Video from:  
Good Day LA

Posted by: Tony Spearman / myFOXla.com

Los Angeles - In Tuesday's Style File, President of Race to Erase MS, Nancy Davis showed us how you can help raise money for a great cause when buying some of your favorite gifts.





NBC "Access Hollywood" May 2, 2011 from Nancy Davis Foundation on Vimeo.





## HOW TO OUTSMART YOUR GENES

### Race To Erase MS <http://www.thedoctorstv.com/main>

Nancy Davis was a 33-year-old mother of two when she was diagnosed with multiple sclerosis in 1993. Determined to find a cure, she founded The Nancy Davis Foundation for Multiple Sclerosis and created Center without Walls, a research program that unites physicians and scientists nationwide to advance the study of the disease.

Nancy joins *The Doctors* to discuss the Foundation's 18<sup>th</sup> annual Rock & Royalty to Erase MS Gala on April 29, and their campaign for the month of May called Orange You Happy to Erase MS. All money earned from sales on [www.EraseMS.org](http://www.EraseMS.org) will go to erasing MS! See all the great products in the [Shop to Erase MS Collection!](#)



"What's exciting today is they just announced the seventh drug to get FDA approval," Nancy says. "We had nothing [when I was diagnosed], and now there's seven, and many more amazing things coming through the pipeline. For that person today, which is usually a young woman, being diagnosed with MS, that hopelessness is now being replaced by hopefulness."

Approximately 400,000 Americans live with multiple sclerosis, or MS, an autoimmune disease that affects the brain and central nervous system. Symptoms can include numbness and tingling in the body, muscle weakness and impaired movement or coordination. The disease strikes three times as many women as men.

The Nancy Davis Foundation for Multiple Sclerosis is dedicated to the treatment and cure of MS. The Foundation's Race to Erase MS annual event raises money to fund research, the core focus of the foundation.

If you would like to order tickets to the annual Rock and Royalty to Erase MS Gala, please visit: [erasems.charityfinders.com/Events](http://erasems.charityfinders.com/Events)

Honoring  
Katie Mattingly Brass and William O. "Bill" Perkins  
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Celebrity Fashion Show Presented by Andrew Charles

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Hyatt Regency Century Plaza  
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6:30 pm: Cocktails and Silent Auction

8:30 pm: Dinner and Live Entertainment

- See all the great products in the [Shop to Erase MS Collection!](#)



18th ANNUAL ROCK & ROYALTY TO ERASE MS

PRESENTED BY NANCY DAVIS AND TOMMY HILFGER



## **Don Francisco's Coffee Introduces First Limited-Edition Coffee "Blend to Erase MS" in Partnership with the Nancy Davis Foundation for Multiple Sclerosis**

*Information contained on this page is provided by companies via press release distributed through PR Newswire, an independent third-party content provider. PR Newswire, WorldNow and this Station make no warranties or representations in connection therewith.*

SOURCE F. Gavina & Sons, Inc.

### **Funds Support "Orange You Happy to Erase MS" Campaign during the Month of May**

LOS ANGELES, April 27, 2011 /PRNewswire/ -- F. Gavina & Sons, Inc., producers of Don Francisco's Coffee ([www.donfranciscos.com](http://www.donfranciscos.com)), one of the leading coffee retail brands in Southern California and among the top 10 nationally, today announced the launch of *Blend to Erase MS*, an exclusive and limited edition coffee created especially for the Nancy Davis Foundation for Multiple Sclerosis ([www.erasems.org](http://www.erasems.org)) in support of their national "Orange You Happy to Erase MS" Multiple Sclerosis (MS) awareness campaign. To coincide with MS awareness month celebrated in May, Don Francisco's Coffee will donate twenty percent of gross sales of the limited edition coffee to the Nancy Davis Foundation beginning April 25, 2011 through the end of May\*. The product will be featured in and sold via <http://shop.erasems.org> and [www.donfranciscos.com](http://www.donfranciscos.com).

(Photo: <http://photos.prnewswire.com/prnh/20110427/CL90263> )

"Don Francisco's Coffee is proud to once again partner with the Nancy Davis Foundation in support of the 'Orange You Happy to Erase MS' campaign and for the first time be able to create a product that gives back," said Leonor Gavina-Valls, vice president of Marketing for F. Gavina & Sons, Inc. "Nancy's tireless efforts are making a difference in the lives of many people, not only in Los Angeles but around the nation, and at Don Francisco's Coffee we are ecstatic to do our part."

The 10-ounce Don Francisco's *Blend to Erase MS* ground coffee bags were especially created for the campaign and feature the "Orange You Happy to Erase MS" logo. The bold roast features a hint of smoky, caramel and dark chocolate flavors and retails for \$7.99.

"Don Francisco's Coffee has been an incredible supporter of the Nancy Davis Foundation for Multiple Sclerosis over the years," said Nancy Davis. "We are very grateful for their continued generosity and are thrilled at their decision to create an exclusive product for us this year."

Aside from Don Francisco's *Blend to Erase MS* coffee, other companies and celebrities have created and/or earmarked special products that will also benefit the cause during the month of May, including: Harry & David; Kitson; Isaac Mizrahi; Judith Ripka; Nancy Davis' Peace & Love Jewelry; Jewelry for a Cause; Bing Bang Jewelry; Laura Geller make up; Lisa Hoffman Beauty; Archipelago candles; Deuce Brand watches; Kashwere products; EFX Performance Inc., among others.

Nancy Davis will kick off this May's Multiple Sclerosis Awareness Month with the 18th Annual Race to Erase MS gala themed "Rock & Royalty" at the Hyatt Regency Century Plaza Hotel in Los Angeles on April 29, 2011. In addition, for the second year in a row Don Francisco's coffee will also support the Nancy Davis Foundation by providing coffee at the MS Forum and Expo to be held at the Hyatt Regency Century Plaza on April 30, 2011. For more information on or to buy "Orange You Happy to Erase MS" products to benefit the Nancy David Foundation, visit: <http://shop.erasems.org>.





## Win an 'Orange You Happy to Erase MS' Prize Pack

Each year, Multiple Sclerosis (MS) survivor and advocate [Nancy Davis](#) and the [Nancy Davis Foundation for Multiple Sclerosis](#) celebrates "Orange You Happy to Erase MS" campaign during the Month of May for MS Awareness Month, by selling a variety of orange [products](#) to benefit the foundation and elevate the public awareness about MS.

Now "Extra" is giving away the ultimate "Orange You Happy to Erase MS" prize pack to one lucky friend. Items include:



- Harry and David \$150 Gift Card
- Judith Ripka Bag
- [Laura Geller](#) "Bring on the Bronze [Makeup Kit](#)"
- Peace and Love Jewelry by [Nancy Davis](#), including Crown Ring, Crown Earrings, Crown Necklace and T Shirt
- Donnie Charm Scarf in Pail
- [Lisa Hoffman](#) Beauty Body Lotion
- Kashwere DuckKreature 15 x 15 Baby Blanket
- ZaZa Collection Baby Shirt "Erase MS for My Daddy"
- Don Francisco "Blend to Erase MS" Coffee
- Dry Divas Fancy Shower Cap
- Jewelry for a Cause Buddha Necklace in Blue Pouch

Enter to win!

You can support the Orange campaign by visiting participating retailers and shopping [online](#) at [www.erasems.org](http://www.erasems.org)

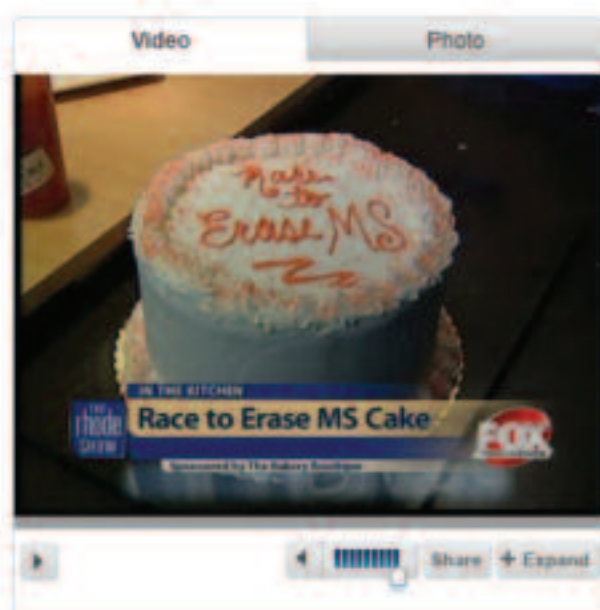


## Race to Erase MS Vanilla Cake

In the kitchen with The Bakery Boutique

Updated: Monday, 02 May 2011, 10:59 AM EDT

Published : Monday, 02 May 2011, 6:57 AM EDT



We're making "Race to Erase MS Vanilla Cake" in the kitchen with Deanna Cimarelli of [The Bakery Boutique](#).

### Ingredients:

(2) sticks (or 1 cup) unsalted butter, room temperature  
2 cups granulated sugar  
4 large eggs, room temperature  
1 cup whole milk  
1 tsp vanilla extract  
1 ½ c self rising flour  
1 ¼ c all purpose flour (unbleached if possible)

### Directions:

Set a rack at the middle level of the oven and preheat to 350 degrees.

Cream the butter and sugar together on medium speed until fluffy, about three minutes.

Add the eggs one at a time, make sure to incorporate after each one.

Mix the milk and vanilla together in the measuring cup.

Combine the two flours in a mixing bowl.

Add the flours and milk mixture into the creamed butter and sugar.

Divide the batter evenly into two, greased, 9x2" round pans.

Bake for 20-25 minutes or until a cake tester comes out clean.

Let cool in pans for 10 minutes.

Remove from pan and let cool on wire rack completely before icing.

When cake has cooled, ice between layers and then top and sides, have fun decorating!

### Butter cream Frosting

#### Ingredients:

1 cup (2 sticks) unsalted butter, very soft  
8 cups confectioner's sugar  
½ c whole milk  
2 tsp vanilla extract

#### Directions:

Place the butter in a large mixing bowl.

Add 4 cups of sugar and then add the milk and vanilla.

Beat until smooth and creamy, you don't want any lumps.

Gradually add the remaining sugar one cup at a time (you may not need all of the sugar, add until the icing becomes of a desired consistency).

If desired, add a few drops of food coloring and mix thoroughly.

You can store the icing at room temperature in an air tight container up to three days.

### The Bakery Boutique

55 Douglas Pike  
Smithfield, RI 02907  
401.231.BAKE (2253)  
[www.thebakeryboutiqueRI.com](http://www.thebakeryboutiqueRI.com)



Monday

April 18, 2011

16 pages, 5 sections

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96th year, No. 18

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## Orange you happy you shopped

By LARNE M. ROTH Valley Life Editor

Nancy Davis has always had a love for hearts, sweety and anything symbols of bringing good luck and sentimental messages. In 2003, for her second charity event, "Kiss to Erase MS: Kiss and Buy to Erase MS," she and Tommie Halper came up with the theme, "Peace and Love to Erase MS." The event's symbol became a heart with a peace sign nested in the middle.

As a thank you gift of the evening, Davis made neckties with this symbol (one for each volunteer as Damon Thomas, Rick Ward and John the Hatless Upon seeing the pieces, the performers wanted to buy them for all of their relatives and friends. Davis then started developing this idea into many different pieces resulting in what is now a more than 150 piece collection called Peace and Love jewelry by Nancy Davis.

Davis said the Peace & Love collection is the result of her personal journey and struggle with multiple sclerosis.

Davis's dedication to funding research for a cure resulted in the creation of the Center Without Walls, a network of six MS institutions dedicated to research programs and therapeutic approaches to eradicate the debilitating disease.

This year's exclusively designed items include a crown necklace, earring and ring collection as well as a bright orange T-shirt with a glittering heart with peace love, rules to benefit the foundation.

May is MS Awareness month and each year Davis promotes the "Orange You Happy to Erase MS" campaign with a variety of orange products to

See ORANGE on C6

ORANGE FROM PAGE C5



campaign hyped up sales at [www.stmms.org](http://www.stmms.org).

MS Awareness month kicks off on Friday, April 29, at the 10th annual Kiss to Erase MS gala at the Hyatt Regency Century Plaza Hotel in Los Angeles.

The star-studded event has raised more than \$35 million since Davis created the foundation and its Center Without Walls program in 1993.

"If you didn't get your invitation to the Brit's royal wedding, Davis said there's no reason not to be part of the "Bath & Beauty" festivities at the Hyatt Regency.

"It's a dressy night with a rock and roll edge," Davis said.

"It appeals to many generations and it's a lot of fun. This year it's all about the crown, so hats are welcome," she explained.

"If you can't join us on Friday night, come to the free reception the next day (April 30)."

Tickets to the evening of gifts and glamour start at \$1,000.

For details, call (310) 449-4842.

[stmshgaweb.com](http://stmshgaweb.com)

Patti Wilson models the April wedding T-shirt, necklace, ring and earrings for the Erase MS campaign. David Bricker

benefit the cause and educate the public awareness about MS, representative issue.

Orange is the vibrant color of hope chosen to represent MS and has inspired several companies and designers to create adaptive products which will be sold to benefit Kiss to Erase MS and the Nancy Davis Foundation for Multiple Sclerosis.

Funding research is the core focus of the foundation, officials said, and significant strides have been made to fund the cause and cure of this debilitating disease.

The can support the orange

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SINCE 1965

APRIL 8, 2011

## Philanthropist Nancy Davis Still Leading The Campaign To Fight MS



By Julie Russ

The *Courier* sat down to speak with philanthropist Nancy Davis to find out what the color orange means to her. Davis was diagnosed with Multiple Sclerosis 20 years ago, and since then, has sought to raise awareness and funding for research through the Nancy Davis Foundation. The "Orange You Happy to Erase MS" is her annual campaign in the month of May. It started a few years back and has been growing steadily. To her, orange is a color of vibrancy and good health.

Davis has various products available on her Web site that support the Nancy Davis Foundation. She also has sponsors who donate a percentage of their proceeds in May that will go towards finding a cure. Items on Shop to Erase MS include earrings, rings and necklaces from Davis' Peace and Love Jewelry line, Laura Gellar Cosmetics, Judith Ripka, Don Francisco Coffee, Harry and David, and special items sold at Kitson Boutique. Tiger J also created the gift bag for the Race to Erase MS Event. For more information go to [www.erasems.org](http://www.erasems.org) and click on "Shop to Erase MS".

On April 29, Davis will also be hosting the 18th annual Race to Erase MS. This year's gala coincides with the royal wedding, thus will be boasting a Rock and Royalty theme. Tommy Hilfinger along with brother Andrew, will host a fashion show entitled Andrew Charles. The line is debuting with a twist this year, and was inspired by rock stars such as Mick Jagger.



1. *Journal of the American Medical Association*, 2000; 283: 2600-2606.

## PARTICIPATING PARTNERS

Arbonne, Dorson-Melson	Isaac-Mistri
Archipelago	Jewelry for a Cause
Aurion Hotel, Olivero	JoBeth Ricks
The Bakery Boutique	Kashmere
Big Bang Jewelry	Kibon
Bike Girls	Laura Keller
Bonnie Marcus	Lisa Hoffman Beauty
Cheloso Taylor	Peace and Love Jewelry
Dance Brand	By Marilyn Davis
Don Francisco's Coffee	Prancer-McIntyre
Dorcy Charrin	R.S. Rosecraft
Dry Days	Profusion
EDX Performance, Inc.	Red Envelopes
Henry & David	Zero Collection
Interiors	

The Nancy Davis Foundation for Multiple Sclerosis is a nonprofit organization dedicated to the treatment and ultimate cure of MS. Funding research is the core focus of the Foundation and all funds raised support our Center Without Walls program: A selected network of the world's top MS research groups.

Early Ethics Publications for VCE: <http://www.vce.vic.edu.au/ethics>

[illegible]

Book [Buy it now](#)

**RACE  
MS**





\*\*\*\*\* MEDIA ALERT \*\*\*\*\*

**"ORANGE YOU HAPPY TO ERASE MS"**  
**MONTH OF MAY MS AWARENESS CAMPAIGN**

**Los Angeles, CA – April 1, 2010** – Each year, Multiple Sclerosis (MS) Survivor and advocate Nancy Davis celebrates the "Orange You Happy to Erase MS" campaign during the month of May, the official MS Awareness month, by selling a variety of orange products to benefit the cause, hosting local fundraisers and the annual star-studded *Race to Erase MS* gala.

Orange, the vibrant color of hope which has been chosen to represent Multiple Sclerosis, has inspired a variety of companies and designers to create unique orange products which will be sold to benefit *Race to Erase MS* and the Nancy Davis Foundation for Multiple Sclerosis. In 2010, the following generous orange campaign partners will be donating a portion of their sales to promote MS:

- ∞ Celebrity designed t-shirts from singers **Avril Lavigne** and **Ziggy Marley**, as well as **Paris Hilton** with a 100% of the proceeds benefiting the foundation. **Ziggy Marley** and **Paris Hilton** have also designed jewelry.
- ∞ A collection of shirts, jewelry and flip flops from **Peace and Love Jewelry by Nancy Davis**.
- ∞ **Donni Charm** custom designed scarves with 50% of their sales benefiting the cause.
- ∞ **Kitson boutique** will donate 100% of the sales of their "Orange Campaign" products to the organization, as well as a percentage of sales from all of their retail locations for the month of May.
- ∞ The adorable children's store, **Gymboree**, will offer a percentage of profit made off of their Citrus Romper and other select items.
- ∞ **MAXX NY** will give a percentage from their website and has also designed the official gift bag for the *Race to Erase MS* event.
- ∞ **Shoe Dazzle**, founded by Kim Kardashian, has designed a special orange "Nancy" shoe in which proceeds will go to the foundation.
- ∞ **Simon G** jewelry will give 20% of proceeds in the month of May to the foundation.
- ∞ **Pascal Mouawad** jewelry will give 20% of the profits made off of selected items to the organization.
- ∞ **ProFlowers** and **Red Envelope** are offering 10 dollars from every sale made through a designated link, to the foundation.
- ∞ **Nuddle Blanket** will donate 20% of the sales of kids Nuddle during the month of May.
- ∞ **Zaza Collection**, **Lisa Hoffman Beauty**, **Archipelago**, **CHRISTOnyc.com**, **Berman**, **Pacific Essentials** and **P.S. Koveralls** are also Orange Campaign Partners contributing to the foundation.

All those participating in the Orange Campaign will be directly benefiting the Nancy Davis Foundation for Multiple Sclerosis, which is dedicated to not only developing treatment for MS but ultimately finding a cure.

The 2010 MS Awareness month kick-off party will take place on May 1<sup>st</sup> at Kitson on Melrose from 2:00 – 5:00pm as they sell a variety of orange products in their stores including the Donni Charm scarf, Peace & Love Celebrity Designed T-Shirts, Simon G jewelry and more, with 100% of the sales going to benefit *Race to Erase MS* that day and throughout the month of May.

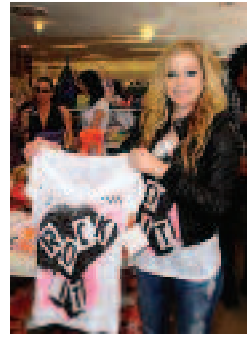
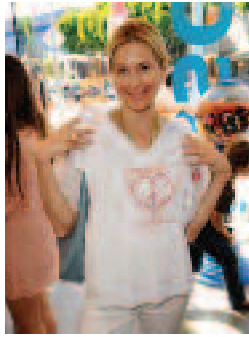
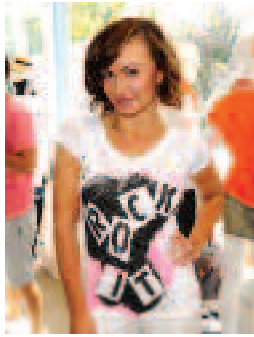
The following week on Friday, March 7<sup>th</sup>, Nancy Davis will host the 17<sup>th</sup> Annual *Race to Erase MS* event taking place at the Hyatt Regency Century Plaza Hotel in Los Angeles. The annual star-studded gala has raised more than \$30 million for the Nancy Davis Foundation for Multiple Sclerosis and its Center Without Walls program, which was founded by Davis in 1993.

You can support the orange campaign by visiting participating retailers and shopping online at [www.erasems.org](http://www.erasems.org).

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\*\*\*\*\* MEDIA ALERT \*\*\*\*\*

**RACE TO ERASE MS KICKS OFF MAY AS MULTIPLE SCLEROSIS AWARENESS MONTH WITH  
A FUNDRAISER AT KITSON BOUTIQUE**

**SATURDAY, MAY 1, 2010**

**WHAT:** Multiple Sclerosis (MS) Survivor and advocate Nancy Davis will kick off May's MS Awareness month with a party at the Kitson Melrose Boutique with the help of a newly formed Junior Committee devoted to the cause.

Inspired by Nancy's dedication to finding a cure, and with the early desire to make a difference, a group of Los Angeles high school students have formed a Junior Committee to raise funds and awareness for *Race to Erase MS* and the Nancy Davis Foundation for Multiple Sclerosis. The junior committee, including Paris Sanders (Marlborough '14), Owen Thiele (Crossroads '14), Katie Kaplan (Marlborough '14) and Caroline Catherine Bell (Harvard-Westlake '14), has been involved in all the planning details and will host the event, inviting nearly 300 of their friends, LA community members and supporters of Nancy Davis out to participate. Committee member and student Owen Thiele will be performing at the event which will include a raffle and the sale of many "orange" items to benefit the cause, with orange being the vibrant color chosen to represent hope in the fight against Multiple Sclerosis.

Throughout the month of May, Kitson will sell a variety of orange products in their stores including Peace & Love by Nancy Davis products, Celebrity Designed T-Shirts and Jewelry, Donni Charm scarf, Simon G jewelry and more, with 100% of the sales going to benefit the foundation. In addition, Kitson will donate 1% of all Kitson store sales for the month of May to the Nancy Davis Foundation in their *Race to Erase MS*.

**WHEN:** Saturday, May 1, 2010  
2:00 PM – 5:00 PM Media Check-in: 1:00 PM

**WHERE:** Kitson Melrose  
8590 Melrose Avenue  
West Hollywood, CA 90069

**RSVP:** To request media credentials to cover this event, contact Andy Gelb or Stephanie Samson of Slate PR at (323) 556-0444 or [stephanie@slate-pr.com](mailto:stephanie@slate-pr.com).





- **The Ellen Show:** Aired April 31, 2010 to talk about the Nancy Davis Foundation – Paris and Kathy Hilton on show and promoted Orange campaign and Foundation.



# EXTRA



- **EXTRA:** Aired Thursday, May 13, 2010  
Mario Lopez shopping at Gymboree for Baby Clothes: Included a pop-up mentioning Gymboree's participation with the Orange Campaign



- **Good Day LA:** Aired May 5, 2010 08:00 -09:00am. Nancy Davis was on discussing Orange Campaign, Erase MS Forum and Nancy Davis Foundation.



- **The Doctors:** Aired May 5, 2010  
Nancy Davis was on discussing Orange Campaign, Erase MS Forum and Nancy Davis Foundation.





- **KABC:** Aired May 5, 2010 at 4:40pm  
Nancy Davis on discussing Nancy Davis Foundation and Centre Without Walls research at USC

LOS ANGELES

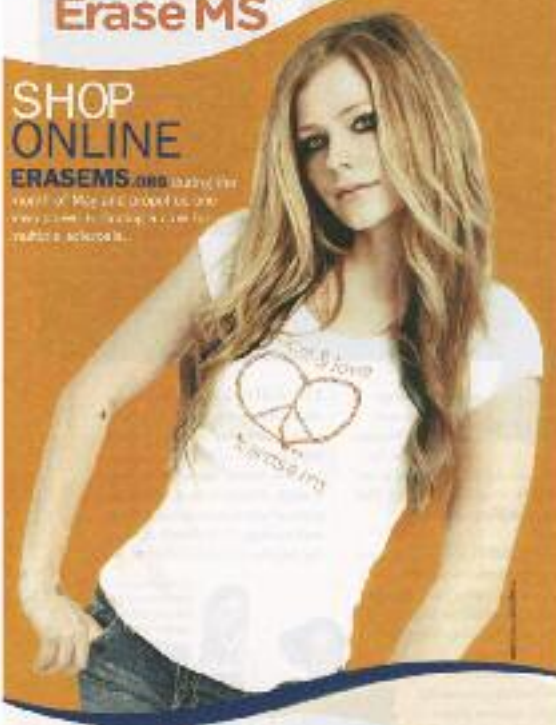
# CONFIDENTIAL

Join the **NANCY DAVIS FOUNDATION** for  
**MULTIPLE SCLEROSIS** during the month of May

Orange  
you Happy to  
Erase MS

SHOP  
ONLINE

**ERASEMS.org** during the  
month of May and proceed to one  
very special fundraising event for  
multiple sclerosis...



## PARTICIPATING RETAILERS

Archipelago  
Arti Lavigne for  
The Arti Lavigne Foundation  
Bontex  
Coke & Honey.com  
Danni Charm  
Flowers 4 MS  
Gymboree  
Kleen  
Lisa Hoffman Beauty  
MAX NEW YORK

The Nuzzle Blanket  
Pacific Essentials  
Pencil  
Peace and Love Jewelry  
by Nancy Davis  
ProFlowers  
P.S. Jewels  
Red Envelope  
Shoe Doodle  
Simon G  
Zara Collections

FOLLOW US ON:



The Nancy Davis Foundation for Multiple Sclerosis is a nonprofit organization dedicated to the research and ultimate cure of MS. Funding research is the core focus of the Foundation and all funds raised support our Center for Research program, a research center of the UCLA's top MS research center.

For more information, visit [www.ndf.org](http://www.ndf.org) or call 1-800-451-4511. ©2011 Nancy Davis Foundation. All rights reserved.











*Estimated 432,900 visits over last 30 days*

<http://www.thedoctorstv.com/main/content/EraseMS>

## The Doctors join race to erase MS

*May 5, 2010*

May is Multiple Sclerosis Awareness Month, and the Nancy Davis Foundation is celebrating with their [Orange You Happy to Erase MS](#) campaign, a gala event and roundtable discussion.

**SHOP FOR A CAUSE:** [Click here](#) to shop for products, including the bracelet and t-shirt featured on singer Avril Lavigne (right); the proceeds of which will go towards the Race to Erase MS.

**GALA:** On Friday, May 8, THE DOCTORS will participate in the [The Race to Erase MS annual celebrity event](#). As the principle fundraising effort of The Nancy Davis Foundation for MS, the Race to Erase MS event has been instrumental in raising desperately needed funds for important MS research. Proceeds go directly to The Nancy Davis Center Without Walls program, a unique collaboration of eminent physicians, scientists and clinicians nationwide developing innovative research programs and new therapeutic approaches to eradicate MS.

**ROUNDTABLE:** On Saturday, May 9, THE DOCTORS' Dr. Lisa Masterson, Dr. Andrew Ordon and Dr. Jim Sears will host the Nancy Davis Foundation for [Multiple Sclerosis MS Roundtable](#)—an open forum discussion with leading scientists from the Nancy Davis Center Without Walls program. The event takes place at the Hyatt Regency Century Plaza located at 2025 Avenue of the Stars, Los Angeles, CA 90067 at 10:30 am PST. It is free and open to the public.



The below distinguished doctors from the Center Without Wall Research Centers will be participating in the panel:

Brigham & Women's Hospital, Harvard, Howard Weiner, M.D.  
 Johns Hopkins Hospital, Peter A. Calabresi, MD  
 The Mellen Center, Cleveland, Ohio, Richard Rudick, M.D.  
 Oregon Health Sciences University, Dennis N. Bourdette, M.D.  
 University of California, San Francisco, Stephen Hauser, M.D.  
 University of Southern California, Leslie Weiner, M.D.  
 Yale University School of Medicine, Stephen G. Waxman, M.D., Ph.D.

For more information, visit: <http://erasems.org>



MAY 17, 2010

### Doing for a good cause

AVRIL LAVIGNE is one of many celebs involved in May's Orange Campaign. Brands including Lisa Hoffman Beauty will donate a portion of proceeds toward fighting Multiple Sclerosis for the Nancy Davis Foundation. To learn more, go to [crasems.com](http://crasems.com).





## FOR IMMEDIATE RELEASE

### EHE International and the Nancy Davis Foundation for Multiple Sclerosis Celebrate the "Orange You Happy to Erase MS" Campaign at Rockefeller Plaza



(Los Angeles, CA – March 2010) – For the month of April 2010, the Nancy Davis Foundation for Multiple Sclerosis and *Race to Erase MS* will take over the window at 10 Rockefeller Plaza as they promote their "Orange You Happy to Erase MS" campaign which raises funds and awareness for multiple sclerosis. The window, generously donated by EHE International, will be on display from March 31 – April 30.

Tommy Hilfiger, long time supporter of the *Race to Erase MS*, will design and install the window. Orange, the color that has come to symbolize hope in the fight against MS, is the dominant color in the design of the window, which features the well-known *Race to Erase MS* logo and a photo of musician Avril Lavigne. Avril Lavigne, who recently joined the Board of Directors of the Nancy Davis Foundation, wears a t-shirt designed by Nancy Davis to benefit the Foundation as part of her Peace & Love collection. The window will also give passersby a way to make a difference, by providing them with the EraseMS.org website and a list of participating retailers like Kitson, Peace and Love Jewelry, and Lisa Hoffman Beauty who are selling merchandise during the month of May to benefit the organization.

A video featuring information about MS, the Nancy Davis Foundation for Multiple Sclerosis, and the Center Without Walls will be on a constant loop as part of the display so that viewers will get a chance to learn more about the cause. The video also features highlights from Nancy Davis's annual celebrity charity event, the *Race to Erase MS*, now in its 17<sup>th</sup> year. To date, the annual *Race to Erase MS* charity event has raised over \$30 million dollars for MS research. Also displayed in the video are items for sale to benefit the Nancy Davis Foundation for Multiple Sclerosis. Speaking about the window Deborah McKeever, President of EHE International said "We hope to educate people about Multiple Sclerosis, and the work The Nancy Davis Foundation is doing to raise public awareness. We encourage everyone to recognize and act on any warning signs or symptoms they might discover." Each year, MS Survivor and advocate Nancy Davis raises awareness and funds for the cause by hosting a star-studded event. This year, the 17<sup>th</sup> Annual *Race to Erase MS* event will take place at the Hyatt Regency Century Plaza Hotel in Los Angeles on May 7, 2010.

#### **ABOUT EHE INTERNATIONAL**

Since 1913, EHE has been the recognized leader in preventive medicine. Its clinical protocols are specifically designed for the early detection of preventable disease and its associated risk factors. The company is well-known for its patient-centered approach to preventive care management. In addition to the physician's assessment, each personalized program includes clinical team management of health findings; appointment coordination with other physician/healthcare specialists; personal coaching, and a patient-accessible electronic medical record. Nationally available, EHE's programs are designed for integration into self-funded employer-sponsored medical plans, and are available to individuals seeking alternatives to traditional preventive care access and options.





Star**Mix**

# Paris Spends \$20,000 IN AN HOUR!

**R**ECESION, what recession? Hotel heiress Paris Hilton power shopped until she dropped more than \$20,213 at West Hollywood boutique Live! On Sunset in just one hour. Without even looking at price tags, a casually dressed Paris flitted around the store, grabbing items off the shelves — tons of jewelry, U.K. brand Superdry sweats, tops and bottoms, Sass & Bide clothing and Rebecca Minkoff handbags — as a sales clerk rang them up at the counter. “I don’t know how I’m even going to fit everything in the car,” a very happy Paris remarked as she lugged her bags out of the store on April 29. An insider at Live! On Sunset tells *Star*, “It was a good day for us.” That’s an understatement!

28	\$10.98
<b>Totals:</b>	<b>\$20,213.48</b>
<b>Grand total: \$20,213!</b>	

With three shopping bags in each arm, Paris practically cleaned out Live! On Sunset.



## Avril Lavigne Designs T-Shirt to Erase MS

May 8, 2010

<http://www.ontheredcarpet.com/2010/05/avril-lavigne-designs-shirt-to-erase-ms.html>

### Avril Lavigne designs T-Shirt to Erase MS

Saturday, May 08, 2010

Posted by Jacob Burch at 01:00:00 AM

[f Share](#) | [b Buzz up!](#) | [ShareThis](#) | 7 [retweet](#) | [Comments \(0\)](#)

Read more: [Celebrity Charity, Seen on TV](#)

Rocker Avril Lavigne has turned fashion designer, teaming up with Race to Erase MS to create a *Rock It To Erase MS* t-shirt. The shirt sells for \$30, and all the proceeds go to the Nancy Davis Foundation in the fight against Multiple Sclerosis.

Avril also performed Friday at the 17th Annual Race to Erase MS event in Los Angeles.

And how would you like to smell like the *Skater Girl*? Avril recently posted on her website that her first fragrance, *Black Star* is a finalist for *Fragrance of the Year – Women's Popular Appeal* at the FiFi Awards, or the Oscars of the perfume world. If you're a fan, you can vote for her online, before the FiFi's are handed out June 10th in New York City.







### OK!'S HOT 5 THIS WEEK

**3 SWEET TEE**  
 Get Avril Lavigne's limited edition T-shirt (benefiting the Nancy Davis Foundation) for \$30 at [shopkitson.com](http://shopkitson.com) or at [shop.erasems.org](http://shop.erasems.org).




### THE US BUZZZZ-O-METER

From good vibrations (one bee) to major quakes (four bees), the people, places and things that are keeping Us abuzz . . .



**SIMON G RING**  
 Melissa Rycroft and Karina Smirnoff don this bling; proceeds go to the Nancy Davis Foundation for MS. \$51,110, [shop.usweekly.com](http://shop.usweekly.com)





Visitors per month: 6,006,800

## Win It! Official Gift Bag For The ERASE MS Event!

Date: Thursday, April 22, 2010 - Thursday, April 29, 2010



Every year the Nancy Davis Foundation raises money to help fight MS. You can support MS throughout May by shopping at Krown, Cymbone.com, Simon G Jewelry, Pascal Mouawad, MAXX Bags, ProFlowers, and RedEnvelope.com who are just some of the brands giving a portion of proceeds to this important cause.

The swanky benefit (this year with performances by Avril Lavigne and Hoard) features a live auction, and even if you can't bid on the Lamborghini, you can win the fabulous celeb gift bag!

In the gift bag one winner will receive:

Tommy Hilfiger  
Metal Business Card Holders  
\$28.00

Avril Lavigne  
Black Star perfume  
\$35.00

Boots Cosmetics  
3 products  
\$22.99

Every Man Jack  
DMJ Products  
\$6.00

MAXX Bag  
\$98.00

Shell Vacations Club will be providing a complimentary 2 night stay at its Vero Bello Resort in Napa, California [www.shellvacationsclub.com](http://www.shellvacationsclub.com) Retail Value: \$550.00.

Total retail value: \$ 743.00

ENTER NOW!

NO PURCHASE NECESSARY

How To Enter: Beginning at 9:00 a.m. (EST) on April 22th, 2010 visit [www.radaronline.com](http://www.radaronline.com) Web site and follow the Sweepstakes entry directions. All entries must be received no later than 9:00 p.m. (EST) on April 29th, 2010.

## WHOLE LIVING

May 14, 2010

### Upcycled Gifts That Also Fight Multiple Sclerosis

Posted by Sarah Engler

Estimated 442,100 visits over last 30 days



I'm thinking you could kill a whole flock of birds with one stone here...or whatever a less violent-sounding saying might be.

These cuff links from Red Envelope are an amazing gift for a baseball lover because they're made from old seats from some of the country's most beloved--and rapidly disappearing--stadiums. Plus, if you buy them (or anything else from Red Envelope) before the end of this month, \$10 will go to the Nancy Davis Foundation for Multiple Sclerosis. Just make sure you click through the Nancy Davis Foundation's [shopping page](#). A good incentive for early Father's Day shopping if I ever heard one.

## HAUTE LIVING

177,200 visitors per month

### Kitson Boutique Presents Race To Erase MS

Posted By Aleja Tarnetta on May 4th, 2010

Share

On May 1, host Nancy Davis invited Junior Committee Members Paris Sanders, Owen Thiele, Katie Kaplan, and Caroline Catherine Bell as well as celebrity guests to the Race to Erase MS Event held at the Kitson Boutique.

Celebrities Anna Maria Perez de Tagle, Avril Lavigne, Tia Carrere, Tom Arnold, and others arrived in support of this event, which aimed to establish awareness for Multiple Sclerosis.

Survivor of the disease, Nancy Davis alongside the Junior Committee kicked off May as MS Awareness Month. The Junior Committee consists of high school students inspired by the Nancy Davis Foundation and who chose to raise funds and awareness in order to help others fight the crippling disease.

Throughout May, Kitson will offer an assortment of orange products including

Peace & Love by Nancy Davis products, Celebrity Designed T-Shirts and

Jewelry, Simon G Jewelry, and more, while 100% of the proceeds will benefit

the foundation.

Check the [Haute Living events page](#) for more scenes for this evening.



# PREGNANCY & newborn

Making

May 2010



## [do some good]

### Fight MS with Gymboree



During the month of May, buying select orange items from Gymboree will do more than just give your little one a super cute and comfy outfit in which to play. For each item you purchase, \$1 will be donated to the **Nancy Davis Foundation for Multiple Sclerosis**, an organization dedicated to finding a cure for this disabling disease. *Gymboree.com \$23*



24

prnag.com

See shopping guide for details.



118-000-0000 or 1-800-000-0000

## GIFT GUIDE



### SIMON G JEWELRY

Simon G's beautiful designs feature an 18K white, yellow and rose gold bracelet studded with diamonds, citrine, coral, and amethyst stones, and a matching 14K yellow gold, diamond and citrine ring. And when you buy, 30 percent of the proceeds are donated to the Nancy Davis Foundation for Multiple Sclerosis. A perfect present. Bracelet, \$4290, ring, \$3,100, available at [www.simonjewelry.com](http://www.simonjewelry.com).



SPECIAL \$5 SHIPPING!

0 items



New  
**BEACHY**  
Styles!

newborn girl | baby girl | kid girl  
newborn boy | baby boy | kid boy

## ALL-AMERICAN STYLE!



newborn girl | baby girl | kid girl  
newborn boy | baby boy | kid boy

It's that time again!



EARN \$25 GYMBUCKS  
today for great savings later!\*

## GYMBOREE REWARDS



JOIN NOW!  
IT'S FREE, QUICK & EASY!\*

We'll Donate \$1 

from each purchase of select orange items\* to the Nancy Davis Foundation for Multiple Sclerosis. Gymboree is proud to support their efforts to raise awareness and find a cure for MS.

baby girl | kid girl

SPECIAL!  
**\$5 SHIPPING**

Exclusive E-Mail Sign Up | [Sign Up Today!](#)

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Shipping  
My Account  
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Information

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Gymbucks  
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Size Chart  
Gift Cards  
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Online Account  
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### About Us

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Careers  
Investors & Media  
Privacy - Revised 4/10  
Terms Of Use  
Site Map





**#May#2010#**  
**Retail#n-Store#Display#**



# INTOUCH<sup>ONLINE</sup>

498,800 visitors per month



Kick off MS Awareness Month with the Nancy Davis Foundation and *Orange You Happy to Erase MS* gift bag. Features items from Simon G, Gymboree, ProFlowers and more



**Race to Erase MS Party**

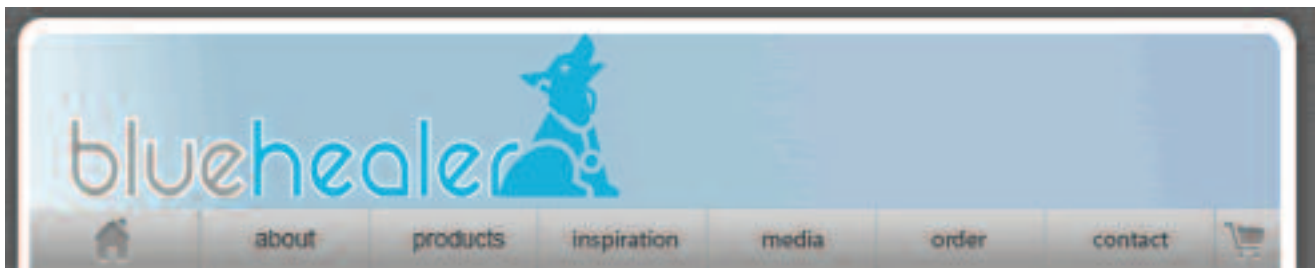
May 7, 2010

<http://www.octv.com/video.php?db=411OC&id=279>



*\*\*\*Please see link for video footage\*\*\**





## Orange you happy to Erase MS

Posted on May 5th, 2010



### *Nancy Davis exemplifies being spectacular with MS*

Last week while watching my DVR'd episode of the [Ellen Degeneres show](#), I was excited to [see Paris and Kathy Hilton](#) giving voice to a Multiple Sclerosis (MS) awareness campaign. Regular readers of my blog will remember that my aunt lives with MS. The women shared their personal family experience with MS, and then talked about some cute ways to support MS awareness and research by [shopping](#)! If you are intersted in learning more about the Orange you Happy to Erase MS campaign for May, [check out Nancy Davis today](#) on [The Doctors](#). Davis founded the Nancy Davis Foundation for Multiple Sclerosis in 1993 after being diagnosed with multiple sclerosis.

Each year, MS Survivor and advocate Nancy Davis celebrates the [Orange You Happy to Erase MS](#) campaign during the month of May, the official MS Awareness month, by [selling](#) a variety of orange products to benefit the cause, hosting local fundraisers and the annual star-studded Race to Erase MS gala.

# Angeleno

MODERN LUXURY™

May 2009

One of the "Orange You Happy" products.



## Race to Erase MS

In honor of Multiple Sclerosis Awareness Month, the Nancy Davis Foundation for MS is hosting its 16th annual **Race to Erase MS Gala**, a full-fledged fundraising affair with live performances by The Eagles and Michelle Branch and auctions with more than 500 items. On the block? The first U.S. model of the 2009 Lamborghini LP 560-4 Spyder, specially detailed in black and orange, and a weeklong stay at Tommy Hilfiger's estate in Montauk—right next door to Mick Jagger. Or pick up a brightly colored piece from the "Orange You Happy to Erase MS" line, proceeds of which benefit Davis' foundation and its Center Without Walls research program. Says MS survivor Davis: "We decided we needed to brand MS with a healthy color (like orange), and I thought of vitamin C...it's just a happy, healthy color." **May 8, Fri., 6:30pm. Tickets \$1,000. At the Hyatt Regency Century Plaza Hotel, 2025 Ave. of the Stars, Century City. [erasesms.org](http://erasesms.org). —Chau Yu**



## STAR SUPPORT

# Race to Erase Multiple Sclerosis

Juice up your summer wardrobe with these **Orange You Happy to Erase MS** items and help support efforts to find better treatment and, ultimately, a cure



Exclusively designed by Tommy Hilfiger, all proceeds from your support the Nancy Davis Foundation for MS. \$25. [shop.nedavis.org](http://shop.nedavis.org)



### CORAL CUFF

Alexandra Knight's favorite all-occasion bracelet brightens any wardrobe. \$95. [shopnissamaking.com](http://shopnissamaking.com)



### FLIRTY FROCK

The Alex-Obama Fashion party dress "is one of my favorites," says Lisa (linda). "I can look good and be sexy plus 10 percent of the proceeds support a great cause." \$495. [www.alexobama.com](http://www.alexobama.com), 800-247-0330

**'I LOVE MY T-SHIRT! IT'S MAKING A DIFFERENCE FOR THOSE AFFLICTED WITH MS. WHAT'S BETTER THAN THAT?'**

AVRIL LAVIGNE



### SUMMERSCENTS

100 percent of profits from the limited-time New York City will go to the foundation for the month of May. Must be purchased from Lisa Hoffman Beauty Website. \$200. [shoplisaoffmanbeauty.com](http://shoplisaoffmanbeauty.com)



### PUT A RING ON IT

At Nordstrom's for Arcade, 100 percent goes to charity. \$475. Arcade, 125-944-0088



April Lavigne

## HOW YOU CAN HELP!

May is national MS month. Show your support by buying the items shown above or making a direct donation. Affecting over 400,000 Americans, MS causes the body to attack

healthy tissue, which results in the loss of muscle control. Erase MS has raised more than \$20 million to fight the disorder, which targets three times as many women as men, typically between the ages

of 20 and 50. Davis' Center Without Walls, a cutting-edge research and treatment program, continues to work tirelessly in pursuit of a cure. For more information, visit the Web site [erasesms.org](http://erasesms.org).



# marriage

## BETTER WAY ...

### ... to spend your **tax refund**

■ Before you blow your cash on a box set of 30 *Rock*, indulge in some guilt-free shopping: **In May, an army of designers, including Tommy Hilfiger, will sell orange-themed goodies—bracelets, tees, wallets—to raise money for the Nancy Davis Foundation for Multiple Sclerosis.** It's part of a new campaign, **Orange You Happy to Erase MS** (aw!). Your dollars will help fund research for the disease, which affects twice as many women as men and can cause complete paralysis. "This disease is affecting too many women in their prime," says Nancy Davis, who has battled MS for 17 years. Just go to **EraseMS.org** and start shopping.

—Jihan Thompson





JUNE 1, 2009

## ERASE MS GIFT BAG

White House Black Market's Nancy Davis Foundation for Multiple Sclerosis bag includes this Alice + Olivia dress and items from Tommy Hilfiger, Lisa Hoffman beauty, Tory Burch and more. [Erasems.org](http://Erasems.org).



For these and other fab prizes, go to [intouchwinit.com](http://intouchwinit.com)! **NO PURCHASE NECESSARY.**

Open to current legal residents — ages 13 and older — of the United States and the District of Columbia. Void elsewhere and where prohibited or restricted. For full rules and free entry, go to [intouchwinit.com](http://intouchwinit.com).











## Help Hollywood Erase MS



Copyright 2009 Fredrick M. Brown / Getty Images



**Nancy Davis** is getting Hollywood heavies to join her in the "Race to Erase MS" -- and they need all the help they can get. Find out how to get involved with gifts starting at just \$8!

Right now, products like signature nail polish (\$8) Eco tote bags (\$12) and **Tommy Hilfiger** T-Shirts (\$25) are selling on the EraseMS web site ([www.erasems.org](http://www.erasems.org)) -- where proceeds benefit the campaign, which funds a network of the nation's top MS research centers called the Center Without Walls program.

Additionally, the upcoming month of May is MS Awareness Month. Similar to breast cancer awareness going pink, supporters are encouraged to wear orange to show their unity.

Anybody can get involved by purchasing shopping the web site, as well as making donations or purchasing tickets for the 16th Annual Race to Erase MS gala on May 8. The event will feature performances by the **Eagles** and **Michelle Branch**, with special appearances by **Scarlett Johansson**, **Tom Arnold**, **Teri Garr**, **Rob Lowe** and **Blair Underwood**.

Posted April 14, 2009 5:43:00 AM

See All: [blair underwood](#) [celebs](#) [eagles](#) [michelle branch](#) [Nancy Davis](#) [Rob Lowe](#) [scarlett johansson](#) [teri garr](#)

**WWW.944.COM**

**[www.944.com/articles/philanthropic-festivities/](http://www.944.com/articles/philanthropic-festivities/)**

**Posted April 27, 2009**



## Philanthropic Festivities

Singer Avril Lavigne embraces her punk, skater girl image while supporting one of her favorite causes: Multiple Sclerosis. And she's not the only one becoming part of the cause. On May 8, the annual Race to Erase MS charity event will occur, with Avril and other celebrity guests such as Scarlett Johansson and The Eagles slated to attend. The live auction at the May 8 event will feature an orange Gallardo LP 560-4

Spyder Lamborghini-the first of its kind to be available in the U.S, in addition to other amazing gifts such as a seven day stay for fifteen guests at Tommy Hilfiger's luxurious house in the Caribbean island of Mustique. Sure to be a star-studded event, this soiree is certainly one you can feel good about going to, even with that post-party hangover.



# PUBLICITY SUMMARY

## 2011

### ELECTRONIC

OUTLET	TITLE	DATE	VIEWERSHIP
Access Hollywood	Race to Erase MS Coverage	5/02/2011	2,557,750
Delmarva 47 News	Race to Erase MS Coverage	4/30/2011	7,863
Extra	Race to Erase MS Coverage	5/02/2011	2,190,500
KTLA 5 News At 10	Race to Erase MS Coverage	4/29/2011	109,990
The Doctors	Race to Erase MS Coverage	4/25/2011	N/A
The Rhode Show	Race to Erase MS Coverage	5/02/2011	5,426
The Talk	Race to Erase MS Coverage	4/21/2011	N/A

TOTAL VIEWERSHIP: 13,161,364

### PRINT

OUTLET	TITLE	DATE	CIRCULATION
944	Orange Campaign	May 2011	N/A
Antelope Valley Press	Fighting MS One Step at a Time	4/18/2011	19,000
Antelope Valley Press	Orange You Happy You Shopped	4/18/2011	19,000
Beverly Hills Courier	Philanthropist Nancy Davis Still Leading The Campaign To Fight MS	4/08/2011	40,000
Daily News	Orange Campaign	4/15/2011	90,000
InTouch	WIN IT!	5/16/2011	725,752
LA Confidential	Wonder Woman	April/May 2011	67,852
LA Confidential	Orange Campaign	March 2011	67,852
Life & Style	WIN IT!	5/9/2011	420,410
OK! Magazine	Giveaway	5/30/2011	753,866
Star Magazine	WIN IT!	5/2/2011	913,254
Us Weekly	The Buzz-O-Meter	5/23/2011	1,974,767
Pasadena Star	Orange Campaign	12/15/11	174,013
Pasadena Telegram	Orange campaign	12/15/11	431,322

TOTAL CIRCULATION: 10,120,607

### ONLINE

OUTLET	TITLE	DATE	UNIQUE VISITORS (Per Month)
About	Rock & Royalty to Erase MS	4/27/2011	49,869,847
CBS Daytime Talk	Race to Erase MS	4/21/11	5,988,749
Celebuzz	18 <sup>th</sup> Annual Race to Erase MS Gala	5/01/2011	2,289,168
Daily Breeze	Rock Stars, Celebrities to Boost Race to Erase MS Gala	4/27/2011	79,128
Happi.com	Bronze Take First Place In This Race	4/29/11	9,399
NYTimes.com	Fashion and Style	4/27/2011	14,684,216
OK! Magazine	WIN IT! Race to Erase MS Gift Bag	5/18/2011	1,295,071
Seventeen	Rock Royal Fashion for a Good Cause	4/26/11	1,060,392

TOTAL UNIQUE VISITORS PER MONTH: 417,112,058



## **NANCY DAVIS FOUNDATION FOR MULTIPLE SCLEROSIS**

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310.440.4842

[www.erasems.org](http://www.erasems.org)