

**NANCY DAVIS FOUNDATION FOR MULTIPLE SCLEROSIS**



**MS Awareness Campaign  
Media Book**









\*\*\*\*\* 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 the cause. 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 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.

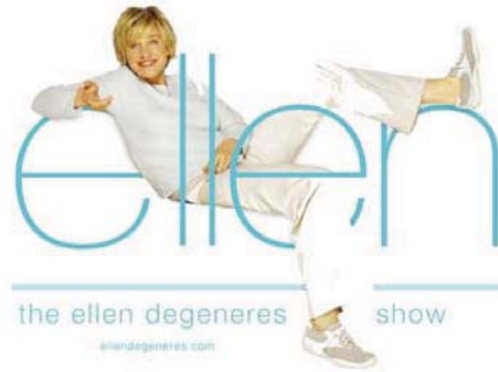
Throughout the month of May, Kitson will sell a variety of orange products in their stores including Peace & Love by Nancy Davis products, Celebrity Designed T-Shirts and Jewelry, Donni Charm scarf, Simon G jewelry and more with 100% of the sales going to benefit the foundation. In addition, Kitson will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

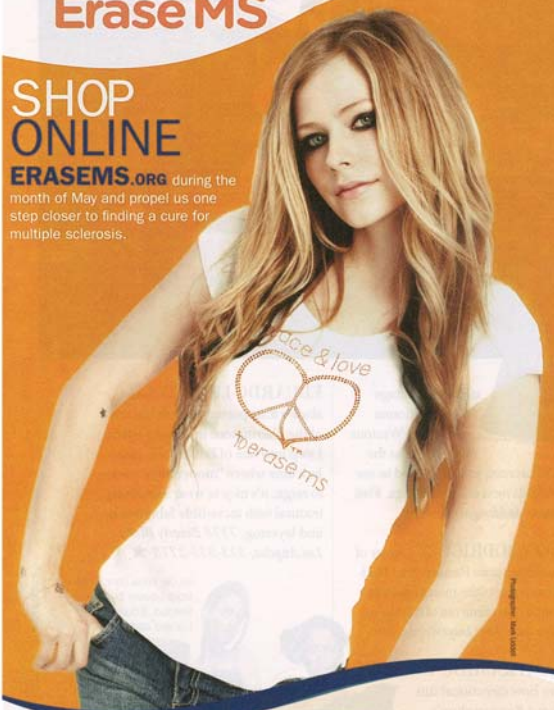
# LOS ANGELES CONFIDENTIAL

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



## PARTICIPATING RETAILERS

Archipelago  
Avril Lavigne for  
The Avril Lavigne Foundation  
Berman  
CHRISTOnyc.com  
Donni Charm  
Flowers 4 MS  
Gymboree  
Kitson  
Lisa Hoffman Beauty  
MAXX NEW YORK

The Nuddle Blanket  
Pacific Essentials  
Pascal  
Peace and Love Jewelry  
by Nancy Davis  
ProFlowers  
P.S. Koveralls  
Red Envelope  
Shoe Dazzle  
Simon G  
Zaza Collections

FOLLOW US ON: [facebook](#) [twitter](#)

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.

**RACE  
ERASE  
MS**

The Nancy Davis Foundation for MS, 1801 Avenue of the Stars, Suite 1400, Los Angeles, CA 90067, 310-440-4842, [info@erasesms.org](mailto:info@erasesms.org), [www.erasesms.org](http://www.erasesms.org)



## Daily News

WHITE HAPPY  
IN SEATTLEFormer USC star has  
slimmed down and joined  
his old coach. **SPORTS**

## HEALTH L.A. LIFE

DAILYNEWS.COM/LALIFE

MORE HEALTH AND FITNESS TIPS

MULTIPLE SCLEROSIS AWARENESS MONTH

## MAKING STRIDES

Nancy Davis spurs MS research  
with fundraising foundation

Stories by Stephanie Cary Staff Writer | Photo by Brad Graverson Staff Photographer

**T**he race is on to improve the quality of life for the hundreds of thousands of Americans who suffer from multiple sclerosis.

One of those lives is that of Nancy Davis, who was diagnosed with MS about 18 years ago.

Determined to find a cure, the daughter of billionaire oil and entertainment magnate Marvin Davis founded the Nancy Davis Foundation for Multiple Sclerosis and its Center Without Walls program, a collaboration of seven research facilities across the country. The centers include USC, UC San Francisco, Brigham and Women's Hospital, Yale, The Cleveland Clinic, Oregon Health Science University and Johns Hopkins University.

As part of Multiple Sclerosis Awareness Month, the Nancy Davis Foundation will host its 17th Annual Race to Erase MS benefit on Friday at the Hyatt Regency Century Plaza Hotel in Los Angeles. To date, Race to Erase MS has raised approximately \$30 million for research into the potentially disabling disease.

"What's exciting is since we started, which was 18 years ago, there was really no known cause, no cure, no real drugs with FDA approval yet," said Davis, 52, of Bel-Air. "A lot of things were just incubating."

But now, she said, years of research are paying off, with new methods of treatment and a move toward wiping out the disease.

Multiple sclerosis is an autoimmune disease that causes scars to form on the brain and spinal column. The disease hides in the body and doctors don't know what exactly triggers the onset.

The scars eat away at the fatty tissue, called the myelin sheath,

MS 15

Race, expo and product  
sales aim to erase MS

**M**ay is Multiple Sclerosis Awareness Month and the Nancy Davis Foundation is kicking it off in fashion.

On Friday, the organization, which raises funds for multiple sclerosis research, will hold its 17th Annual Race to Erase MS event.

The gala will include a live performance by singer Avril Lavigne, celebrities strutting down the runway in Tommy Hilfiger fashions, a silent auction, a cocktail reception and dinner.

Race to Erase MS begins at 6:30 p.m. at the Hyatt Regency Century Plaza Hotel in Los Angeles. Tickets start at \$1,000, with all proceeds going to the Nancy Davis Foundation.

On Saturday, the foundation will hold an expo with doctors from the foundation's research collaborative, the Center Without Walls; people who have MS; and other members of the community taking part in a roundtable discussion about the disease. The program, which is open to the public, will begin at 10:30 a.m. at the Hyatt Regency Century Plaza.

Orange has been chosen as the color to represent MS and to further raise money, celebrities have designed orange fashion items, with a percentage of sales going to the foundation. Items are available at [www.erasems.org](http://www.erasems.org).

Throughout May, the Kitson store on Melrose Avenue in West Hollywood also will be selling orange products, with all proceeds going to the foundation.

Among the celebrities with items for sale include Lavigne, Paris Hilton and Ziggy Marley.

For more information on how to get involved in the Orange You Happy to Erase MS campaign, or on attending the Race to Erase MS gala or MS Expo, go to the foundation website or call 310-440-4842.

Nancy Davis, who has multiple sclerosis, created a foundation 18 years ago that has raised millions for MS research.





Estimated 432,900 visits over last 30 days

<http://www.thedoctorsv.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>



# Life & Style WEEKLY

ONLY \$2.99

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 [erasems.com](http://erasems.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.





StarMix

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

RECESSION, 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!

20 \$10.98

Totals: \$20,213.48

**Grand total: \$20,213!**

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. (\$1,110, [shop.erasems.org](http://shop.erasems.org))



Visitors per month: 6,005,800

## 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 Kitson, Gymboree.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 Heart) 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  
\$39.00

Boots Cosmetics  
3 products  
\$22.99

Every Man Jack  
EMJ Products  
\$6.00

MAXX Bag  
\$98.00

Shell Vacations Club will be providing a complimentary 2 night stay at its Vito 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 p.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 Alejo Tenutta 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 from \$23*



pregnancy & newborn

24

pnmag.com

See shopping guide for det.



118 BEL-AIR MAGAZINE JUNE/JULY

## GIFT GUIDE



### SIMON G JEWELRY

Simon G's beautiful designs feature an 18K white, yellow and rose gold bracelet studded with diamonds, citrine, coniac, 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, \$1,100, available at [www.simongjewelry.com](http://www.simongjewelry.com).**

SPECIAL \$5 SHIPPING!

0 items



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!

### Help

Customer Service  
1-877-449-6932  
Contact Us  
Track Order  
Returns

### Shopping With Us

Shipping  
My Account  
Store Locator  
Outlet Stores  
International

### Shopping Info

Gymbucks  
Promotions  
Size Chart  
Gift Cards  
Gift Services

### Gymboree Rewards

Member Benefits  
Become A Member  
Online Access  
Gymboree Visa

### Community

As Seen In  
Facebook  
Twitter  
Feedback

### About Us

Company Information  
Careers  
Investors & Media  
Privacy - Revised 4/10  
Terms Of Use  
SiteMap





## May 2010 Retail In-Store Display



examiner.com.

22,616,600 visitors per month

## HURRY -- the Gymboree 30% discounts end on May 16, 2010

May 16, 9:34 AM • [Richmond Grandparenting Examiner](#) • Rhonda Day



Visit the Gymboree website for your 30% off coupon and more -- expires May 16, 2010.

<http://mrg.bz/jdqMb7>

### If you like this ...

[Salute to Moms Week 35+](#) celebrates Richmond's older moms and grandmothers

[The Green Hour](#) is hosted by Lewis Ginter Botanical Gardens twice monthly

[Summer months create loss of skills and knowledge for children](#)

[Grandparents Make Great Mentors](#)

[View all »](#)

Hurry and shop at Gymboree for children and you'll get 30% off everything you buy - but you must shop TODAY! The *Circle of Friends* 30% discount is a great way to find stylish summer clothes for children or grandchildren at a great savings.

### Gymbucks for later

Gymboree is also offering their great \$25 gymbucks with your purchases too. These gymbucks are good on future purchases and can save you lots on children's clothing and accessories.

### Donations for Multiple Sclerosis

Gymboree is also donating \$1 of every purchase of select orange items to the Nancy Davis Foundation for Multiple Sclerosis. This makes it an even better reason to shop today.

### Shop online for savings

You can also shop [online](#) for 30% savings and take advantage of the special \$5 shipping offer. You can't afford to miss this online sales event at these great prices.

### Richmond locations

Richmond Virginia is home to several Gymboree locations that are easily accessible and convenient from the Greater Richmond Area. They include Gymboree at



# 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 DVRd 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 Mustique—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. [erasems.org](http://erasems.org). —Chau Tu***





JUNE 1, 2009  
ISSUE #22

## 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



### CORAL CUFF

Alexandra Knight's genuine alligator bracelet brightens any wardrobe. \$95; [shop.erasems.org](http://shop.erasems.org)

### FLIRTY FROCK

This Alice+Olivia Madison party dress "is one of my favorites," says Lisa Rinna. "I can look good and feel sexy, plus 10 percent of the proceeds support a great cause." \$440; Alice+Olivia, 310-247-0120



Singers  
Aly & AJ

Exclusively designed by Tommy Hilfiger, all sales of this tee support the Nancy Davis Foundation for MS. \$25; [shop.erasems.org](http://shop.erasems.org)

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

— AVRIL LAVIGNE



### SUMMER SCENTS

100 percent of profits from the Tunisian Neroli scent will go to the foundation for the month of May. Must be purchased from Lisa Hoffman Beauty Web site. \$150; [lisahoffmanbeauty.com](http://lisahoffmanbeauty.com)



### PUT A RING ON IT

G. Neil Lane for Arcade. 100 percent goes to charity. \$975; Arcade, 323-944-0018



Avril  
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 \$30 million to fight the disorder, which targets three times as many women as men, typically between the ages

of 20 and 30. 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 [erasems.org](http://erasems.org).**



## 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







# WEEKLY inTouch

\$1.00

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).

# Daily News

DailyNews.com

## FIGHTING FOR A CURE

Nancy Davis devotes her life to battling MS — for herself and others.  
**L.A. LIFE**



### M/LALIFE MORE HEALTH AND FITNESS TIPS

NANCY DAVIS  
DEVOTES HER  
LIFE TO BATTLING  
MS — FOR  
HERSELF  
AND OTHERS

# 'I want a cure, fast'

By Sandra Barrera Staff Writer

When Nancy Davis first was diagnosed with multiple sclerosis almost 18 years ago, she was told by the neurologist to go home and go to bed.

"For how long?" Forever, he told her.

But the then 33-year-old daughter of billionaire Marvin Davis wasn't about to accept the prognosis without a fight. She created the Nancy Davis Foundation for Multiple Sclerosis and its Center Without Walls, a network of the nation's top seven research centers whose singular goal is to advance and never repeat studies in the search for a cure.

These experts will be in Los Angeles at 10:30 a.m. May 9 at the Hyatt Regency Century Plaza alongside Davis and actress Teri Garr to discuss the latest findings in the cure for MS, answer questions and meet privately with people during a free event that's open to the public. It follows the 16th Annual RACE to Erase MS, a ticketed fundraising event that kicks off National MS Month May 8.

The gala that features performances by the Eagles and Michelle Branch as well as an appearance by Scarlett Johansson is called a "RACE" for a reason.

"I want a cure fast," Davis says.

MS is a chronic neurological disease that affects three times more women than men. It lays dormant in the body until something stressful kicks off an attack. But symptoms manifest differently depending on the areas of the central nervous system that have been scarred by the overactive immune cells, which damage the fatty protective layer around nerve fibers.

The scarring disrupts nerve impulses from the brain and spinal cord to the rest of the body leading to any number of symptoms, from overwhelming fatigue to an inability to walk.

Looking at Davis you'd never know she has the disease.

At 52, she's got enough energy to head up her foundation and keep up with her 4-year-old twins, Isabella and Mariella, with second hus-

DAVIS 15



## THE 16TH ANNUAL RACE TO ERASE MS

**What:** The Eagles, Michelle Branch, Scarlett Johansson and others join Nancy Davis for her fundraising gala that benefits the Nancy Davis Foundation for Multiple Sclerosis and its Center Without Walls. Auction items include a 2009 Lamborghini LP 560-4 Spyder, a one-week stay at Tommy Hilfiger's estate next door to Mick Jagger's place in Mustique, a four-day vacation at the Four Seasons Resort Punta Mita and more.

**Where:** Hyatt Regency Century Plaza Hotel, 2025 Avenue of the Stars, Los Angeles.

**When:** 6:30 p.m. May 8.

**Cost:** Tickets and tables respectively start at \$1,000 and \$10,000.

**Information:** 310-440-4842 or info@erasems.org.



David Crane Staff Photographer

Nancy Davis, who was diagnosed with multiple sclerosis 18 years ago, holds her annual event on treatment and fundraising for the disease on May 8. Above, Davis at home with her twin daughters Isabella and Mariella.





David Crane Staff Photographer

Despite her MS, 52-year-old Nancy Davis says she has enough energy to keep up with her daughter Mariella, and Mariella's twin, Isabella. Davis also runs her foundation for multiple sclerosis and its Center Without Walls.

## DAVIS

FROM PAGE 1

band Ken Rickel. She also has three adult children from a previous marriage. As the blond, blue-eyed girls bounce in and out of the traditional-style living room of the Bel Air mansion where Davis has raised all her children, she embraces them with hugs, kisses and whispers.

Although she experiences flare-ups from time to time, Davis has managed to control the symptoms of her disease and continue with a normal life despite the early prognosis.

Some 18 years ago, Davis was diagnosed with the chronic neurological disease three weeks after tearing her knee ligament on the slopes of Aspen. She woke up one morning without any feeling in the tips of her three middle fingers on her right hand, but she thought nothing of it.

Three days later the fingers of her left hand fell numb, and then she lost the feeling in both hands.

When she walked into the neurologist's office, she had no sensation in her stomach, and her vision began to blur.

An MRI that followed revealed large spots on her brain and spine.

She remembers the neurologist saying, "You're really lucky you don't have a brain tumor, but you do have a disease called multiple sclerosis."

"From what I knew of multiple sclerosis, it didn't sound like I was very lucky," she says. "I pictured a person in a wheelchair for the rest of their life incapable of doing anything. I thought, my life is never going to be the same, and it wasn't."

Davis did what the majority of people refuse to do. She challenged the doctor — the inspiration behind her book, "Lean on Me: 10 Powerful Steps to Moving Beyond Your Diagnosis and Taking Back Your Life" — by seeking a number of second opinions, from UCLA to the National Institutes of Health to Harvard.

Each one confirmed the initial diagnosis but offered a different prognosis, including "you can live an OK life" and "exercise can help."

But there were no magic pills to take. In fact, research into cures for MS were grossly underfunded at the time.

The researchers had unknowingly been duplicating the same studies for 40 years due to lack of communication. And that's when Davis decided to get involved.

"My sister's a juvenile diabetic; so my family had a reputation of working on children's diabetes," she says. "I thought, if I could get the best and the brightest to work as a team we might find a cure for MS."

After two attempts at putting something together, the Center Without Walls

was born.

Money is channeled in all different areas of MS, from stem cell to genetics to addressing the problem of depression.

"The leading cause of death for people with MS is suicide, which I didn't know, and that was a really important thing that we were not addressing with all the other research we were doing," Davis says.

"So, some of the medications that are now available help certain people."

One of the newer classes of drug is Rituxin, which is FDA approved to treat cancer and rheumatoid arthritis.

It has been found to reduce inflammatory brain lesions inherent in MS, although it hasn't yet been approved for treating the disease. Still, doctors have been giving it to patients.

One of the benefits of the drug is it requires no daily injections.

Patients are given one intravenous four-hour infusion followed by another two weeks later and not again for a year. The only option given to Davis at the time of her diagnosis was to take steroids for various symptoms.

"Having diabetes running in my family, there was a high propensity also to become diabetic from taking steroids," she says. "I didn't want to take steroids anyway."

She chose instead to go the homeopathic and life-changing route against her doctor's wishes.

"My traditional doctors to this day don't agree with it," Davis says, adding she's never been on any of the MS medications. "But, ultimately, you have to do what's right for you."

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## 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](#)



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**[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.

# 2010

## PUBLICITY SUMMARY

### ***ELECTRONIC***

OUTLET	DATE	VIEWERSHIP
Ellen Degeneres Show	4/31/2010	2,245,900
The Doctors	5/5/2010	2,000,000
Extra	5/13/2010	3,000,000
Good Day LA	5/5/2010	1,000,000
KABC	5/5/2010	1,000,000
FOX 11 MORNING NEWS	5/5/2010 10:00am	1,000,000
Fox 11 MORNING NEWS	5/5/2010 0:6:00am	1,000,000
Good Morning Texas	3/30/2010	700,000
KTLA	5/5/2010	1,200,000

**TOTAL VIEWERSHIP: 13,145,900**

### ***PRINT***

OUTLET	TITLE	DATE	CIRCULATION
Daily Breeze	Making Strides	5/6/2010	90,000
Daily News	Making Strides	5/6/2010	90,000
Press Telegram	Making Strides	5/6/2010	<b>90,000</b>
LA Confidential	Orange Campaign Ad	April/May Issue	
Life & Style	Doing for a Good Cause	5/17/2010	2,100,000
OK! Weekly	OK!'s Hot 5 This Week	5/17/2010	22,400,000
Pregnancy and Newborn	Do Some Good	May Issue	2,134,333
Star Magazine	Paris Hilton	5/24/10	
US Weekly	The US Buzzzzzz –O-Meter	5/10/2010	3,456,500

**TOTAL CIRCULATION: 32,770,833**

### ***ONLINE***

OUTLET	TITLE	DATE	CIRCULATION
Whole Living	Upcycled Gifts that also fight multiple sclerosis	5/14/2010	442,100
ABC 7	Nancy Davis Foundation	5/10/2010	4,648,500
MORE	Looks Good, Do Good	17/5/2010	700,000
InTouch	WIN IT	17/5/2010	498,800
Haute Living	Kitson Boutique Presents Race to Erase MS	5/4/2010	177,200
Blue Healer	Orange You Happy to Erase MS	5/5/2010	55,000
Alexandra Hedin Design	Nancy Davis Foundation	12/5/2010	60,000
The Doctors	The Doctors Join Race to Erase MS	5/5/2010	432,900
FLARE	MAY DAY	5/4/2010	147,500
Orange Coast Magazine	Race to Erase MS	4/7/2010	80,000
WFFA	Spring Fashions from Gymboree and Janie & Jack	3/30/2010	1,029,400
Examiner	Gymboree	5/16/2010	22,616,600

**TOTAL UNIQUE VISITORS PER MONTH: 30,888,000**







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

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