

Project Red Light
http://www.prl4hope.org
"Stop...In the Name of Hope"
Beth Crutcher Giacone

March 10, 2010

FOR IMMEDIATE RELEASE 2ND REMINDER

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**PROJECT RED LIGHT PRESENTS ITS 5TH ANNUAL
FASHION SHOW EXTRAVAGANZA FEATURING
"BETH'S BOUTIQUE" THURSDAY, MARCH 18, 2010**

Project Red Light is proud to present their 5th Annual Fashion Show Extravaganza featuring Beth's Boutique, sponsored by Clarity Litigation, which will be held at Benedict's Plantation, 1144 North Causeway Blvd., Mandeville, Louisiana on Thursday March 18, 2010 at 5:00 p.m. All proceeds directly benefit, long time St. Tammany resident, wife, and mother, Beth Crutcher Giacone, in her valiant fight of faith against ALS, also know as Lou Gehrig's Disease.

This year's theme is "Extraordinary Women", in honor of our community's strong and intelligent female leaders.

The headlining event is our annual fashion show, which promises to be the most spectacular show so far. The fashion show extravaganza is coordinated this year by Mandeville's own, Alysha Black Wimberly, Mrs. Louisiana United States 2006.

The fashion show will feature the areas' finest designer fashions from boutiques including T, RE'Elle, The Villa, The Red Carpet, and The Edge, HW Rosenblum, and Perlis, in addition to other apparel stores, , consisting of the latest fashions for men, women, including plus sizes, and children, off the runways of New York.

Also in conjunction to the fashion extravaganza will be "Beth's Boutique" where the beautiful clothing will be for sale at a discounted price.

The event will also hold a silent and live auction, with over 100 auction items, including a signed 2009 New Orleans Saint's team football, a signed New Orleans Hornets basketball, Hornet's tickets, a signed print by George Rodrigue featuring the Blue Dog with Drew Brees, not available for sale to the general public. Also, included in the auction are golf packages, a Zerona Laser lipo treatment and laser hair removal packages, a birthday party for ten donated by Young Chef's Academy, along with other auction items donated by top restaurants and local specialty shops.

Tickets are \$50 a person and available at Buzy Bodies' Mandeville and Covington locations, and online at www.prl4hope.org.

"Beth's Boutique" will begin it's pre-sale at 5:00 p.m. on Thursday March 18th and will also be open from 10 a.m. to 1:00 p.m. on Friday March 19th and Saturday March 20th. There is no admission charge for the boutique.

The night will consist of entertainment by David Punch, a martini bar, food, wine, and beverages, donated by local restaurants and distributors including Abita Beer, Budweiser, Bacardi, and Pepsi. It's an event you won't want to miss!

Beth Crutcher Giacone is a 37 year old wife and mother, who resides in Madisonville with her husband, Bryan and their 10 year old son, Joshua. In the summer of 2003, Beth was diagnosed with Amyotrophic Lateral Sclerosis /ALS, also known as Lou Gehrig's Disease, a neuro-muscular disease with no known cure. Patients with ALS typically have an average of 2 to 5 years life expectancy, with medical costs in the final stages of the disease approaching \$250,000.00 annually. Project Red Light was created by Beth's family and friends to help increase awareness of ALS and to raise money for Beth's medical needs. For more information please visit: www.prl4hope.org , email prl4hope@hotmail.com , or call (504) 723-5097.