



W O M E N ' S F U N D
of Greater Chattanooga

A Voice and Resource for Change

The Women's Fund of Greater Chattanooga
1270 Market Street
Chattanooga, TN 37402
Phone: 423-265-0586 ext. 20

January 24, 2012

Dear Lifestyles Editor,

The Women's Fund of Greater Chattanooga thought you would be interested in publishing the attached press release publicizing the first ever Moth Ball, presented by Blue Cross Blue Shield of Tennessee Community Trust.

The Moth Ball is an event for women by women. The Community Foundation of Greater Chattanooga is giving women from Southeastern Tennessee and Northern Georgia an excuse to wear their old wedding, prom or bridesmaid dresses. The registration fee will benefit The Women's Fund of Greater Chattanooga.

The Women's Fund of Greater Chattanooga intends to bring fundamental change to situations in our community that prevent women and girls from living lives that are safe, economically secure, healthy and full of opportunity. The Fund's purpose is to address the root causes of poverty and injustice of women, and facilitate collaboration among community organizations serving women and girls in order to build women-led solutions in our region.

Also attached in this packet, in addition to the press release, is a fact sheet, a contact list and a photo opportunities sheet to give you more information and details on the event.

If you should need any additional information, logos or photos, feel free to contact me at 570-417-3096 or via email at kaycef@southern.edu. You could also visit the events website, www.themothball.org.

Thank you for your time and consideration,

Kayce Foote
570-417-3096
kaycef@southern.edu



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NEWS RELEASE

Contact: Kayce Foote
Phone: 570 - 417 -3096
E-mail: kaycef@southern.edu

FOR IMMEDIATE RELEASE

Chattanooga, Tenn. (January, 24, 2012) – Women of Southeastern Tennessee and Northern Georgia have an excuse to wear their old wedding, prom and bridesmaid dresses to The Moth Ball on Thursday, Jan. 26, presented by Blue Cross Blue Shield of Tennessee Community Trust and the Community Foundation of Greater Chattanooga.

The Moth Ball will be held at Space in Warehouse Row from 7 to 9 p.m. This event cost \$35 per woman, \$25 per women under 30 and \$50+ for patrons. The proceeds will benefit The Women's Fund of Greater Chattanooga, a nonprofit dedicated to creating safe, economically secure, and healthy lives for women and girls in our community. Subsequent years' events will support different women-focused organizations in the Chattanooga area, according to event co-chair Alison Lebovitz.

The Moth Ball is an event for women by women, encouraging them to walk the runway in their old dresses while enjoying great food, spirits and music all for the benefit of helping other women. Fun and games taking place during the night include "Heads or Tails" for a chance to win a wrap bracelet and white timepiece by Michele Watches.

"Women should start cruising their closets now for clothes they may not have worn or seen in decades," Lebovitz said. "From tacky to timeless, the fashions we hope to see at this event will be as diverse as the crowd of women we hope to attract."

Lebovitz's husband, Alan, inspired the idea for The Moth Ball, after daring her to wear her wedding dress for the couple's anniversary. The couple ran into co-chair, Terri Holley, and the planning for the event was soon underway.

“We talked about how much fun it would be to dare others to wear their old dresses too, and how an event like that would make a great fundraiser for women’s causes within our community—and the rest, as they say, is fashion history,” Lebovitz said.

Holley is equally excited about the Moth Ball. “This will be the ultimate girls night out, and the fun will be in the memories and stories these fashions will spark,” Holley agreed. “Our goal is to create an event that welcomes women of all ages and backgrounds for what we hope will become an ongoing network of sisterhood, solidarity and support for women’s organizations in our community.”

About the Organization

The Women’s Fund of Greater Chattanooga is a four-year-old constituent fund of the Community Foundation of Greater Chattanooga. The Fund’s main goal is to bring essential change to circumstances in the Southeast Tennessee and Northern Georgia areas that inhibit women and girls from living safe, economically secure, healthy lives. Contact Kayce Foote at 570 – 417 – 3096 or by email at kaycef@southern.edu.

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The Moth Ball 2012 Fact Sheet

Contact: Kayce Foote
Phone: 570-417-3096
E-mail: kaycef@southern.edu

Date: January 26, 2012

Time: 7:00 – 9:00 p.m.

Location: Space at Warehouse Row
1110 Market Street
Chattanooga, Tenn. 37402

Admission: \$35 per woman, \$25 per woman
under 30, \$50+ for patrons

Event Description: It is a chance for women to finally wear that old wedding dress, prom dress, bridesmaid dress or any old thing that has been taking up residence in their closet. It is also a unique opportunity to support a great cause with a great bunch of women! Fun and games going on during the night include “Heads or Tails” for a chance to win a gorgeous Chan Luu wrap bracelet and white timepiece by Michele Watches.

Audience: Women from Southeastern Tennessee and North Georgia who want to wear their old dresses for the benefit of other women represented by the Women’s Fund of Greater Chattanooga.



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Contact List

Contact: Kayce Foote
Phone: 570 - 417 -3096
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Alison Lebovitz

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Terri Holley

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Owner, Embellish Shoes
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Jennifer Mingola

Events Director
Warehouse Row
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Peter T. Cooper

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Community Fund of Greater Chattanooga
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Photo Opportunities

Contact: Kayce Foote
Phone: 570 - 417 -3096
E-mail: kaycef@southern.edu

Event Location:

Space
Warehouse Row
1110 Market Street
Chattanooga, TN 37402

- Photos of the guest in the most interesting dresses
- Photos of the co-chairs and committee members in their dresses
- Photos of the Women's Fund of Greater Chattanooga's board of trustees in their dresses
- Photos of the fun and games of the night, including "Heads or Tails"
- The gorgeous Chan Luu wrap bracelet and stunning white timepiece by Michele Watches - both donated by Rone Regency Jewelers