

For immediate release
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EAST MEETS WESTERN AT THIS YEAR'S FASHION CARES

-- Fashion Cares M·A·C VIVA GLAM Bollywood Cowboy invites guests to saddle up for a spectacular night of fashion and entertainment --

Toronto, ON. – East meets western? This merging of cultures personifies the event that will rope guests in for a wild time and an evening they will not soon forget - Fashion Cares 2005 M·A·C VIVA GLAM Bollywood Cowboy. On Saturday June 4th, 2005 more than 5,000 guests will corral at the Metro Toronto Convention Centre to experience how Fashion Cares 2005 M·A·C VIVA GLAM Bollywood Cowboy combines Indian musical magic, brilliant colours, chaps, hats and henna to create a world of tantalizing entertainment and some of the hottest design Toronto has to offer in support of the AIDS Committee of Toronto (ACT).

Design talent unsurpassed

This year, for the first time in Fashion Cares' history, the show will pay homage to four dedicated designers who have shown their support since the beginning of it all 19 years ago; Wayne Clark, Hoax Couture, Comrags and Mercy. These four designers represent all of the talent, style and dedication the design community has shown Fashion Cares year-over-year and each will design one of the scenes that will make up the fashion show component of Fashion Cares. Title sponsors of this year's event include M·A·C Cosmetics, the Bay and BMO Financial Group among others, all of whom will dance and hoedown with the goal of raising close to \$1 million for a worthy cause.

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“This year it is our honor to recognize the talent and dedication of four designers who have supported our cause since the beginning,” says Phillip Ing, artistic director and show producer, Fashion Cares. “With a unique blend of cultures as our theme and the remarkable talent we have working on our side, this show will translate on the stage into one of our most spectacular shows ever.”

Wild horses and gilded elephants couldn't keep people away

The cosmic evening will feature a gala dinner and fashion show of performers, dancers and models, all wearing original designs inspired by Bollywood beauty and the high energy of spur clicking cowboys. Come ready to spend at this year's Fashion Cares BMO Financial Group Boutique, where the selection is matched by no other and the deals are too hot to pass up. And of course a Bollywood Ho-down -- opportunity to dance, schmooze or simply soak up the saris and the denim with the Fashion Cares crowd after the show. Sponsored by Air Canada, Molson and Iceberg Vodka, this portion of the night is always a crowd favourite.

Tickets Anyone?

The Gala, \$375.00

Includes Gala Cocktail Reception, Boutique and Auctions, Dinner, Show, Lounge access and a Bollywood Ho-Down. To purchase Gala tickets, call ACT at 416-340-9255.

General Admission, \$125.00

Includes Cocktail Reception, Boutique and Auctions, Show, Lounge access and after show Bollywood Ho-Down. To purchase General Admission tickets, call Ticketmaster at 416-870-8000 or visit www.ticketmaster.ca.

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United in the fight against AIDS

As a title sponsor, M·A·C Cosmetics, a corporate leader in the fight against HIV/AIDS, will mark its 11th anniversary as a Fashion Cares sponsor with a donation of \$100,000 (U.S.) from the M·A·C AIDS Fund to Fashion Cares, benefiting ACT.

M·A·C, the leading brand of professional cosmetics, created The M·A·C AIDS Fund in 1994 to provide daily services for men, women and children affected by HIV/AIDS around the world. Since its creation in 1994, VIVA GLAM lipsticks have been the primary fundraising tool for the M·A·C AIDS Fund. One hundred percent of the \$16.50 CDN suggested retail price of the Lipstick and Lipglass goes directly to the Fund. M·A·C's retail partners generously waive all administrative costs so that the sales benefit only those in need. To-date, the M·A·C AIDS Fund has raised more than \$50 million (CDN). M·A·C was created in Toronto, Canada in 1985 and is now part of the Estée Lauder Companies, Inc. and sold in more than 46 countries worldwide. For information log on to www.maccosmetics.com.

As a title sponsor now in its 11th year, the Bay is proud to work with Fashion Cares in Toronto. As Canada's largest department store retailer, the Bay is honoured to invest in the health and well being of the community, while fostering style leadership and growth of the fashion industry. Through the Bay's longstanding relationship with M·A·C Cosmetics, more than \$5 million has been raised for the M·A·C AIDS Fund through VIVA GLAM lipstick sales at the Bay.

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BMO Financial Group is once again pleased to be the financial partner and title sponsor of Fashion Cares. BMO has a proud tradition of supporting events and causes that contribute to the quality of life of its customers, its employees and the communities it serves. In 2003, the Canadian AIDS Society honoured BMO with its first Certificate of Recognition for Corporate Leadership Award in the financial services category in recognition of the organization's involvement in the continuing fight against AIDS in Canada.

All for a good cause

All proceeds from Fashion Cares 2005 M·A·C VIVA GLAM Bollywood Cowboy will go to benefit the AIDS Committee of Toronto (ACT), a community-based, charitable organization that provides support, HIV prevention and education services for people living with and at risk for HIV/AIDS.

“While Fashion Cares is a night of glitz, glamour and entertainment, we also need to remember that it is the single most important evening in our fundraising efforts,” says Lori Lucier, executive director, ACT. “Each year nearly 60 per cent of our private fundraising dollars are raised through this event and we are grateful to everyone who dances the night away to help raise money to support ACT's delivery of services for people living with HIV/AIDS, as well as outreach and education to those at risk.”

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For more information or to arrange an interview with a Fashion Cares spokesperson, please contact Paula Waring, Kim Roman (Cornofsky) or Lisa Bednarski at the Fashion Cares Media Line: Tel: 416-642-7975 Email: fashioncares@rogers.com.

For high resolution images, please visit the FTP site at:
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