

MEDIA ADVISORY  
FOR MARCH 21, 2010

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**SPELL COSMETICS WILL SPONSOR A RETRO FASHION SHOW TO  
BENEFIT SHRINERS HOSPITALS FOR CHILDREN**

**CLEVELAND, OH** – On **March 21, 2010**, Spell Cosmetics will present a retro fashion show at The Purple Shamrock to raise funds for Shriners Hospitals for Children. “Pinned Up” will celebrate pin-up culture and showcase vintage ensembles from Suite Lorain and a new product called “Filter” by Spell Cosmetics. Model Danielle Muad’Dib will serve as Madame of Ceremonies, and Lords of the Highway will perform. All proceeds from the 50/50 raffle and admission will benefit the Shriners Hospitals for Children.

Madame of Ceremonies is pin-up model and burlesque performer Danielle Muad’Dib. Muad’Dib has modeled for artists Greg Hildebrandt and Jack Richards, George Barris Kustoms and Dr. Sketchy’s Anti Art School.

Cleveland band, Lords of the Highway, perform a mix of rockabilly and punk rock, gaining national attention after competing on the television show “The Next Great American Band.” Lords of the Highway was selected Best Live Act in Scene Magazine’s 2005 Scene Music Awards.

Shriners Hospitals for Children is a health care system dedicated to improving the lives of

children by providing specialty pediatric care. Children up to the age of 18 with certain medical conditions receive care with no financial obligation to patients or families.

Spell Cosmetics, launched in 2007, is known for its high quality skin care and make-up, created by runway and photographic stylist, Elle Gemma. All products are Paraben-, Phthalate-, Bismuth- and Talc-free creations. Spell Cosmetics will have a special collection to coordinate with this event on its Web site for purchase, with proceeds also being donated to Shriners Hospital for Children.

- WHAT** “Pinned Up” – a retro fashion show with Lords of the Highway.
- WHO** Elle Gemma, CEO/Creative Director of Spell Cosmetics; Suite Lorain; Lords of the Highway; Model, Danielle Muad’Dib; Cibu International and Shannon Rice Photography; Cleveland Photographic Society.
- WHEN** Sunday, March 21, 2010. Doors at 6:00pm, fashion show at 6:30pm; music at 8pm. \$10
- WHERE** The Purple Shamrock, 30480 Lake Shore Boulevard Willowick 44095 - (440) 347-0368

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