



Phoenix House
Rising Above Addiction

FOR IMMEDIATE RELEASE

Media Contact:

Jamie Kronfeld

London Misher Public Relations

212-759-2800

Jamie@londonmisherpr.com

**PHOENIX HOUSE FOUNDATION TO HOLD 2012 FASHION AWARD DINNER
ON WEDNESDAY, NOVEMBER 7, 2012 AT MANDARIN ORIENTAL HOTEL**

***Honorees: Diane von Furstenberg, Founder & Chairman, Diane von Furstenberg;
Jim Gold, President, Specialty Retail, The Neiman Marcus Group;
and Andrew Rosen, Chief Executive Officer, Theory***

NEW YORK, NY – Phoenix House, one of the nation’s largest providers of substance abuse prevention, treatment, and recovery support services, will hold its annual Fashion Award Dinner on Wednesday, November 7, 2012. The event has raised more than \$6 million to support Phoenix House since its inception. The event will honor: **Diane von Furstenberg**, Founder & Chairman, Diane von Furstenberg; **Jim Gold**, President, Specialty Retail, The Neiman Marcus Group; and **Andrew Rosen**, Chief Executive Officer, Theory. **Ali Wentworth** will emcee the event. The famed Renny & Reed will be designing the décor and flowers.

The Fashion Award Dinner is Phoenix House’s largest annual fundraising event and honors leaders in the fashion, retail, and media industries. This event will raise awareness about substance abuse and addiction and will benefit Phoenix House’s pioneering treatment and recovery programs. Cocktails will begin at 6:30PM at Mandarin Oriental Hotel, 80 Columbus Circle at 60th Street, followed by dinner and the awards ceremony.

“We’re so grateful for the support of designers and retailers like Diane, Jim, and Andrew,” says Phoenix House President and CEO Howard Meitiner. “Their generosity and dedication to our mission allows us to continue our important work, helping our courageous clients to overcome their addictions and reclaim their lives. Our honorees act as inspiration for these men, women, and teens on their road to recovery—and inspiration is what our Fashion Award Dinner is all about.”

Phoenix House offers special programs for at-risk youth, mothers with children, veterans, and individuals with mental health problems. The Phoenix House Academies provide intensive residential treatment alongside full-time academic education, empowering teens to find and sustain long-term recovery. Phoenix House clients receive counseling services, medical care, career training, and continued support upon returning home to help maintain their recovery.

The evening's Co-Chairs are: **Serge Azria**, Owner, CEO, Creative Director, Dutch, LLC – Joie, Current/Elliott, Equipment; **Rose Marie Bravo, CBE**; **The Estée Lauder Companies Inc.**; **Burton M. Tansky**; **David & Sybil Yurman**, Founders, David Yurman.

The evening's Vice Chairs are: **Stacey Bendet**, CEO, and **Deanna Berkeley**, President, Alice & Olivia; **Caroline Brown**, President, Carolina Herrera; **Tory Burch**; **Barbara Cirkva**, Division President Fashion, Watches and Fine Jewelry, Chanel, Inc.; **Marc S. Cooper**, Managing Director, Peter J. Solomon Company; **Graziano de Boni**, CEO, Giorgio Armani Corporation; **Roger Farah**, President & COO, Ralph Lauren Corporation; **Ronald Frasch**, President & Chief Merchandising Officer, Saks Fifth Avenue; **Brian Henke**, President, J Choo USA, Inc., Jimmy Choo; **John & Lorna Howard**; Terry Lundgren, CEO, Macy's, Inc.; **Susan Kellogg**, President, and **Barry Miguel**, President, VF Contemporary Brands / 7 For All Mankind; **Daniel Schwartz**, CEO, Schwartz & Benjamin; **Eugenia Ulasewicz**, President, Americas, Burberry.

For additional information about Phoenix House, please visit www.phoenixhouse.org. For additional information about purchasing tickets to the 2012 Fashion Award Dinner, please contact Jessica Henges at 646-505-2081. For all media inquiries, please contact London Misher Public Relations at 212-759-2800 or Karen Sodomick at 646-505-2093.

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About Phoenix House:

Phoenix House programs meet the needs of each individual client, and we are known for a willingness to embrace new research-tested treatment methods and practices. Our nearly 150 programs in California, Florida, Maine, Maryland, Massachusetts, New Hampshire, New York, Rhode Island, Texas, Vermont, and Virginia and Metro D.C. lead individuals and families affected by addiction from disruptive to productive lives.