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FOR IMMEDIATE RELEASE

“Beauty of Life” Celebrates Hospice Austin’s Service to Community

AUSTIN, TEXAS— On Wednesday, September 5th, Les Amis de Hospice Austin will host The Second Annual Beauty of Life fall fashion fundraiser with brunch, the hottest fall lines from Austin’s favorite merchants, and fall fashion trends from designer Chloe Dao.

Held from 9:30 to 11:30 a.m. at the Renaissance Austin Hotel, Beauty of Life participants can bid on auction items and peruse fall fashions, jewelry, shoes, and accessories from local boutiques and retail stores. Items will be available for sale, but the show also provides an excellent venue to leisurely study fall trends and identify favorite styles. Some of the retailers to be showcased include Neiman Marcus, Anthony Nak, Adelante Boutique, Benold’s Jewelers, Betty Sport, Estilo, Fetish, Julian Gold, Kendra Scott, Lambs E Divey, and The Garden Room.

The brunch will be emceed by Lance Avery Morgan, publisher and editorial director of bRILLANT Magazine. Chloe Dao, winner of Bravo’s Emmy nominated TV show, “Project Runway 2” and owner of Houston boutique Lot 8, will speak about her inspiring rise to fashion fame. Chloe emigrated from Pakse, Laos in 1979 with her parents and seven sisters to the U.S. and settled in Houston. Her passion for design and fashion were sparked at the age of 10 when she saw her first episode of CNN’s *Style with Elsa Klensch*. The passion grew into a career choice, and years later Dao graduated from the Fashion Institute of Technology with a patternmaking degree. Dao left New York in the summer of 2000 a seasoned industry professional and opened up Lot 8, named after the eight Dao sisters. She won Project Runway 2 in 2006 after competing against 15 designers. Dao won the hearts of America with her mild, honest demeanor but won the votes of judges Heidi Klum, Michael Kors, Nina Garcia and special guest judge Debra Messing with her consistent display of technical skills, business savvy and creative talent. As the winner of PR2, she received \$100,000 seed money to use toward her design business, a 2007 Saturn Sky Roadster, a spread in *Elle* magazine, and a mentorship with Banana Republic.

The Second Annual Beauty of Life is chaired by Karen Landa and hosted by Les Amis de Hospice Austin, the volunteer organization that raises community awareness of hospice services and provides financial support for Hospice Austin’s uncompensated care and program services.

Hospice Austin is one of the oldest and largest hospices in Texas and the only non-profit hospice in the entire region. For more than 25 years, Hospice Austin has provided family-centered end-of-life care that emphasizes compassion, independence, respect and dignity. As a non-profit, Hospice Austin puts all its resources back into helping patients and their families and provides care to all, regardless of ability to pay.



What: Hospice Austin's Second Annual Beauty of Life fall fashion fundraiser

When: Wednesday, Sept. 5th, 2007
9:30 to 11:30 a.m.

Where: Renaissance Austin Hotel, 9271 Arboretum Blvd., Austin, TX

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