

PRESS RELEASE

FOR IMMEDIATE RELEASE

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November 4, 2008 – The Red Effect and Wallflower team with Fiamme Restaurant and Bar to host the first annual Fashion For a Cause, benefiting FOOD Share.

The Red Effect and Wallflower, both internet-based women's fashion retailers located in Ventura county, have joined forces to raise money for FOOD Share, a food bank that houses and distributes millions of pounds of food per year to the hungry of Ventura County. By hosting a night of fun, food, and fashion, The Red Effect and Wallflower hope to join in FOOD Share's efforts to tackle hunger among low-income adults, seniors and children in our community.

On Thursday, December 3rd, The Red Effect and Wallflower invite our community to attend a new shopping experience. A fashion show, silent auction, shopping and entertainment, including a DJ and special guests will create a night to remember. Proceeds will go to fill FOOD Share's warehouse in anticipation of the holiday season, which is often one of the most difficult times for low-income families to make ends meet.

Tickets for the event can be purchased online at www.TheRedEffect.com, and will cost \$35 for those who RSVP by November 24th. Early RSVP will also give the guest one free drink special and a gift bag. Tickets at the door will be \$39. Ticket cost includes appetizers and dinner. Drink specials will also be available all night.

Doors open at 6pm, Dinner will be served from 6-8pm, and the fashion show will start at 8pm. The event will take place at Fiamme Restaurant and Bar, located at 3731 Thousand Oaks Blvd., Westlake Village. Fiamme is known for its luxurious décor, attentive service and a mix of classic Italian cuisine with a little bit of home grown Cajun flavor.

Shop all night, participate in the silent auction, listen to our guest DJ, hear your fortune read by a tarot card reader, or just dance the night away, while helping raise money for those in need.

For further information, contact Twyla Monti at 805-448-9758, or AnnMarie Williams, at 805-728-7280.

Or visit our websites:

The Red Effect: www.TheRedEffect.com

Wallflower: www.ShopWallflower.com

FOOD Share: www.foodshare.com

Fiamme Restaurant: www.fiammerestaurant.com