



For Immediate Release

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## **PHILADELPHIA PHILLIES' CENTER FIELDER SHANE VICTORINO & WIFE, MELISSA, TO HOST SECOND ANNUAL CELEBRITY FASHION SHOW**

*Event Presented by Saks Fifth Avenue & Caesars Atlantic City; All proceeds benefit the Shane Victorino Foundation*

**Philadelphia, Pa.** - The Shane Victorino Foundation (SVF) today announced that the Foundation's founders, Phillies' center fielder Shane Victorino and his wife, Melissa, will host the second annual Celebrity Fashion Show, presented by Saks Fifth Avenue and Caesars Atlantic City, on Thursday, August 25 at The Union League of Philadelphia. All proceeds will benefit the Shane Victorino Foundation.

"We are excited to host the second annual Celebrity Fashion Show," stated Victorino. "This is always a fun, unique event that allows us to raise awareness of our Foundation. Melissa and I are thankful to my teammates for lending their time to this event and we appreciate everyone who makes this night possible, especially Saks Fifth Avenue and Caesars Atlantic City."

Celebrities scheduled to join Shane and Melissa on the runway include Cole Hamels, Jimmy and Johari Rollins, Ryan Howard, John Mayberry, Jr., Hunter Pence, Michael Stutes, Chase Utley, Ben and Cindy Francisco, Antonio Bastardo, Jamie and Karen Moyer, Billy and Melanie King, Bernard Hopkins, Frankie Edgar and Kyle Nakazawa. Cliff Lee, Joe and LeeAndra Blanton, Coach Pete and Nancy Mackanin, Coach Rich and Maureen Dubee, Danny and Amy Bonaduce, Governor Ed Rendell, Heidi Hamels and Jennifer Utley will also be in attendance. Additional Phillies players, models and guests to be named later.

The benefit will begin at 5:30 p.m. with a cocktail reception and silent auction, followed by a fashion runway show, award presentation, dinner and live auction. The Victorinos will present Jamie and Karen Moyer with the inaugural "Harry Kalas Strong Voice in the Community Award" for their continued dedication to serving children in the Philadelphia area. Auction items include autographed Phillies' All-Star jerseys; a trip for two to Maui with accommodations at the Four Seasons Resort Maui; a golf day with Shane at the Trump National Golf Club Philadelphia; and a private dinner for 10 at LeBec Fin with Chef George Perrier.

The event will benefit the Shane Victorino Foundation, whose mission is dedicated to promoting opportunities for underserved youth in Philadelphia and in Shane's native Hawaii. Last year, the Foundation pledged nearly \$1 million to Boys & Girls Clubs of Philadelphia to renovate their 105-year-old Nicetown facility, located in an impoverished area of the city. Upon reopening next month, the club will be renamed the "Shane Victorino Nicetown Boys & Girls Club," making it one of only two clubs named in honor of an MLB player.

Presenting sponsors for the event include Saks Fifth Avenue and Caesars Atlantic City. Other major sponsors include Abbie Friedman Family Foundation, Tube Methods, LAGOS, D&J Electronics, [www.EmergenSeeApp.com](http://www.EmergenSeeApp.com), OfficeMax, Moet & Chandon, Loews Hotel of Philadelphia and Winner Ford. Guests will have the opportunity to participate in the "LAGOS Diamond Champagne Chance" for an opportunity to win a LAGOS Diamonds and Caviar bracelet, a retail value of close to \$3,000.

The event is sold out. For more information, visit [www.ShaneVictorinoFoundation.org](http://www.ShaneVictorinoFoundation.org). All media inquiries should be directed to Tim Richardson (Tim@MaroonPR.com/443.864.4246) and Kristen Seabolt (Kristen@MaroonPR.com/443.864.4246).

**ABOUT THE SHANE VICTORINO FOUNDATION**

Shane and Melissa Victorino founded the Shane Victorino Foundation (SVF) in 2010. The nonprofit is dedicated to promoting opportunities for underserved youth in Philadelphia and Hawaii as it engages in projects which provide children with educational, recreational and wellness programs. The organization's major endeavor in Philadelphia is the renovation of the Nicetown Boys & Girls Club, in which the nonprofit pledged nearly \$1 million to renovate the 105-year building. The club will re-open in September. Additionally, the SVF currently sponsors the *Flyin' Hawaiian All-Stars* charity ticket program which provides children's groups with game tickets, t-shirts and concessions at a Phillies' home game. In the off-season, the Foundation hosts a number of events, including a holiday toy drive. In Shane's native Hawaii, the Foundation has raised more than a half-of-a-million dollars for various charities, including the Hawaii Children's Cancer Foundation, Boys & Girls Clubs of Maui and others.

**ABOUT SAKS FIFTH AVENUE**

Saks Fifth Avenue, one of the world's preeminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewellery, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates. Today, Saks operates 46 full-line stores in 22 states, 5 licensed stores in the Middle East and 2 licensed stores in Mexico City, 57 Saks Fifth Avenue OFF 5TH stores and saks.com, the company's online store.

**ABOUT CAESARS ATLANTIC CITY**

Caesars Atlantic City sets the standard for excitement and luxury. Reigning at the center of the Atlantic City Boardwalk, Caesars features more than 1,100 hotel guest rooms and suites, eight diverse restaurants and cafes including Atlantic Grill, Mia by George Perrier and Chris Scarduzio and Morton's Steakhouse, Qua Baths & Spa, and a lavish 140,000 square foot casino. The 1,600 seat Circus Maximus Theater spotlights leading entertainers such as Jerry Seinfeld, Sheryl Crow and Tony Bennett. The Pier Shops at Caesars deliver the pinnacle of designer boutiques, chic eateries and abundant entertainment in a \$175 million oceanfront complex. Caesars is located at 2100 Pacific Avenue in Atlantic City, New Jersey. For more information, call 1-800-223-7277 or visit [www.caesarsac.com](http://www.caesarsac.com)

--- [www.ShaneVictorinoFoundation.org](http://www.ShaneVictorinoFoundation.org) ---

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