

Bloomingdale's, South Florida VIPs host 'Shades of Red' to benefit KIND

Bloomingdale's Boca Raton and Boca Raton's networking group, the South Florida VIPs (Very Innovative Professionals), celebrated their first-ever Valentine's Day Event, "Shades of Red," at Bloomingdale's in the Town Center Mall. The record-breaking event benefited the many projects of Kids In New Directions (KIND).

to provide access to afterschool programs that have a measurable positive impact on children ages 5 through 12.

CHAMPS Afterschool, KIND's flagship program, which serves more than 3,000 students throughout Palm Beach County, incorporates a thematic, literacy-based curriculum into school

KIDS IN NEW DIRECTIONS

Guests enjoyed a VIP reception featuring champagne, hors d'oeuvres, a live DJ and a fragrance raffle. There also were special events taking place from Bloomingdale's fragrance vendors. In the spirit of Valentine's Day, guests were invited to wear their favorite shade of red.

South Florida VIP's next big event to benefit KIND is from 6 to 9 p.m. on March 23 at McCormick & Schmick's. The \$25 ticket includes two drinks, appetizers and live music. Transmedia Group is also a partner for this event.

VIP membership is free and members pay only for the events they attend. To sign up for free VIP membership, visit sfloridavips@hotmail.com

KIND, established in 1997, is a 501(c)(3) organization with a mission

district- and community-based sites. KIND also provides scholarships for afterschool care and directs the Spirit of Giving campaign in conjunction with the Schmidt Family Foundation.

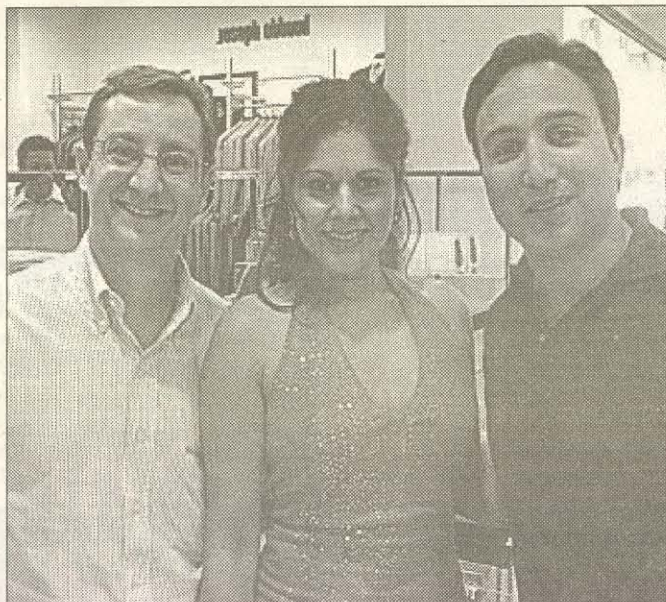
For information, visit www.kindprogram.org, or call Natalie Cwick at



From left: Eileen Setton, director of public relations, Bloomingdale's; Linda Rinaldi, director of marketing, Town Center Mall; and Patti Travassos



From left: Nicole Flier, co-founder of South Florida VIPs; Lori Ludwig, co-founder of South Florida VIPs; and Natalie Cwick, executive director of KIND



From left: Richard Stern, Kamena Khan and Dr. Lance Goodman



From left: Nicole Flier, Michael Gustman, Lynn Martin, Jason Muehlhauser, Kate Volman and Greg Delz



Evan Glassman and Kim Ziskind



Denise Irwin (left) and Gayle Applebaum



From left: Barbara Marsh, Eddie Sordo and Joyce Devita