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## LB Style

### SEPTEMBER 2011 ISSUE

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*Welcome! I'm excited to be back at Latin Beat Magazine and editing the Lifestyle section. As a Latina professional and a young mom I hope to find what is relevant and fun in the world of lifestyle, covering a wide range of topics - from fashion to books, to art and dance. I will depend on guest writers from time to time to cover events and research topics in order to provide the reader with a comprehensive take on what is happening now. I'm looking for "great and affordable" but every now and then I might throw in something fabulous and expensive; after all, budgets sometimes have to be stretched for one to be "luminous."*

*In the next issue, we add men to the mix, especially for the upcoming holiday picks!*

*Email me leads on stuff you see out there you think I might like... LOVE us on Facebook!*

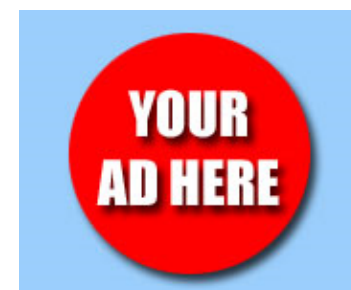
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*Ciao, people!*

*Rebecca Burkeen*

*[info@latinbeatmagazine.com](mailto:info@latinbeatmagazine.com)*



**Cintron Band Live**  
Human Nature  
**Windows Media**  
**Quicktime**

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**Vanelis**  
Como Lo Extraño  
**Windows Media**  
**Quicktime**

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**Nayibe**  
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## School of Frock!

**By Claude Brown**

### Back To School Fall Fashion Forecast

Although we are in the midst of the long, hot summer, it's never too early to start thinking what's on trend for back-to-school fashion. **Claude Brown, Fashion Design and Fashion Marketing & Management Academic Director at The Art Institute of California** - Los Angeles, and Sacramento shares five stand out fashion trends for fall:

#### **Red Alert!**

Earlier this year, at New York Fashion Week, many of the presenting collections included a pop

**Windows Media  
Quicktime**

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**Luis González**  
Spain  
**Windows Media  
Quicktime**

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**Rolando Sanchez**  
Vamonos De Fiesta  
**Windows Media  
Quicktime**

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**Steve Pouchie**  
Watch Ur Wallet  
**Windows Media  
Quicktime**

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**Somos Son**  
Bilongo  
**Windows Media  
Quicktime**

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**The Estrada Brothers**  
Mr. Ray  
**Windows Media  
Quicktime**

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**Manny Silvera**  
Bassed in America  
**Windows Media  
Quicktime**

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**Bobby Matos**  
Cuchy Frito Man  
**Windows Media  
Quicktime**

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of color, red to be precise. Fashion elite such as Michael Kors, Proenza Schouler, Jason Wu and Carolina Herrera to name a few, all created beautiful pieces in varying shades of red; from the rich and dark crimson, to bright, coral hues. Since most of us don't yet have the cash flow for luxury designer purchases, expect to find the trend with budget-friendly retailers as well.

**Royal Watchers**

All eyes are on the Duchess of Cambridge, aka, Kate Middleton. She has gracefully and without missing a beat stepped into the fashion spotlight. For many women, of varying generations and across global borders she is a fashion beacon. Kate Middleton is bringing the common touch to royal fashion by mixing contemporary fashion and high street design. In other words, by choosing to wear designs from stores at the local mall she is showing every woman how to be as chic as a Duchess, without breaking the royal treasury!

We will all undoubtedly look to her for fashion and style cues.

**Deal of the Day**

As in everything else consumer-related, make sure to take full advantage of fashion retailers who are getting in on the hugely popular group buying movement (livingsocial.com andgroupon.com for example). These sites always offer steep discounts for a limited time. And although you may not see big name retailers getting in on the action, expect smaller, boutique fashion retailers specific to your local area to offer up great deals. It's a perfect opportunity to get a sizeable discount on a lovely piece of clothing while also helping build business for a local retailer as well.

**Eco Chic**

Ethical fashion is gaining more and more momentum as it transitions into the mainstream fashion scene instead of simply a movement among a few designers. What this means is that more and more we are seeing a higher demand among consumers for eco-friendly, organic and recycled materials in fashion. This season, try to make it a point to purchase at least one eco-friendly garment for your wardrobe; it will indeed make a difference.

**Shrink to Fit**

Some fashion tips never go out of style. For example, always wear your size, even if you like something on the rack, if it's not your size, then simply don't buy it. However, if you really fall in love with something and can't bear to leave it on the rack (assuming it's too large), consider having it tailored to fit your body just right. Simply stated, impeccably tailored clothes just look better.

Always remember, you don't necessarily have to follow trends. It will always be in vogue to create your own style and pave your own fashion journey.

By: Claude Brown, Academic Director at The Art Institute of California - Los Angeles, The Art Institute of California - Sacramento

To learn more about The Art Institutes schools, visit [www.artinstitutes.edu/nz](http://www.artinstitutes.edu/nz). The Art Institutes

**Chembo Corniel**  
Buena Gente  
**Windows Media**  
**Quicktime**

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*([www.artinstitutes.edu](http://www.artinstitutes.edu)) is a system of more than 45 education institutions located throughout North America. The Art Institutes system is America's Leader in Creative Education providing an important source for design, media arts, fashion and culinary arts professionals. Several institutions included in The Art Institutes system are campuses of South University.*



**Maña**  
Tranquilito  
**Windows Media**  
**Quicktime**

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**Johnny Polanco y Su**  
**Conjunto Amistad**  
El Gusto de Mi Salsa  
**Windows Media**  
**Quicktime**

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Rebecca's  
**HOT PICKS** *Fashion*

**NICOLE BY NICOLE MILLER FOR  
HOLIDAY 2011**

UNDER \$100! Beautiful, fun and affordable fashions  
by Nicole Miller will hit the stores in November!  
Check out JC Penneys.  
Pictured Jamila Boot by Nicole Miller for JC Penneys.



**CHAIKEN and CAPONE**

I love this look! Classic and oh so cool.  
Julie Chaiken, the San Francisco-based designer  
known by many for her successful, eponymous  
lines Chaiken and Chaiken & Capone, unveiled  
the re-launch of Chaiken and Capone. The  
line is available at Barneys New York on  
Madison Avenue and CUSP by Neiman Marcus.  
[www.chaikenclothing.com](http://www.chaikenclothing.com)

## Rebecca's **HOT PICK** Accessories

### NEW AQUILIA RADAR

Aquila Radar hat is a knitted hat with a built-in visor. Its contemporary styling will keep you warm and protect your eyes from the winter sun. 3 colors!  
[www.hellyhansen.com](http://www.hellyhansen.com)



### Rumba Time WATCHES

Silicone, water resistant watches, the perfect addition for all occasions!  
Big Apple Greenwich (red)  
[www.rumbatime.com](http://www.rumbatime.com)



### NATURE'S HARVEST

**Renewal Bio-Resurfacing Facial Peel** – A corrective antioxidant-rich organic peel, enriched by cranberry glycolic acid and pumpkin & apple enzyme that reveals a visibly smoother, refined complexion

**Creamy Foaming Cleanser** – A luxurious, antioxidant-rich, non-stripping hydrating foaming wash (apple juice) that preserve's skin's natural moisture balance, fights free radicals, restores radiance, minimizes pore size, removes dirt, dullness & impurities

**Bio-Active Purifying Face Serum** – A highly concentrated, oil-free serum specifically designed to help reduce breakouts by visibly controlling oil & bacteria production. The added apple enzymes help to decongest pores and enhance skin cell turnover

**Exfoliate Foaming Cleanser** – A deep cleansing organic alpha hydroxyl acid rejuvenator that resurfaces skin, unclogs pores, smoothes away dryness, lines & wrinkles.

**Exfoliate Foaming Body Cleanser** – The concentrated body version of the best-selling facial AHA scrub – invigorated by the raw, natural sugar granules for intense exfoliation



## Events


### Urban Sanctuary Jetsetter Luxe Lounge September 6-8, 2011

Event No. *1.*

What:  
**URBAN SANCTUARY**

When:  
*September 6<sup>th</sup> - 8<sup>th</sup> 3-6pm daily*

Where:  
*The Peninsula Hotel  
9882 south santa monica  
beverly hills, ca 90212*



The recently launched members-only shopping club Urban Sanctuary has teamed up with JetBlue Airlines, Nubar Cosmetics and St. Bernard Project to create this innovative interactive oasis. The event will host an elite group of Jetsetting moguls and trendy travelers alike over the course of three days, offering guests an inside look at **Social Media's 'retail revolution'** while raising money to rebuild the devastation brought by Hurricane Katrina. Inspired by equal parts *'high society'* and *social media*, this series of unique product demos, interactive displays, social media check-in stations, theme-appropriate costumes and more. Urban Sanctuary strives to offer members and guests an inside look at Social Media's 'Retail Revolution' and vendors the opportunity to elevate brand awareness, celebrity photos, and mass-media exposure with a portion of all proceeds benefiting various charitable organizations.

**Clients & Collaborators:**

JetBlue Airlines, Nubar Cosmetics, 901 Tequila, Sharpie, 0Three Media, ThinkThin, Doughboys Bakery, Naked Grape Wine, Greenerpup, Vitaforce, Wasted Cupcakes

*Caribbean Living Magazine, Truth in Hand, Herban Essentials, Capretta Couture, Corso & Corso Men's, MH3 Skincare, Sena, Kid Dangerous, FlyRight Jetlag Relief, Lyon Fine Jewelry, Wooloot Sport, Weizi Inc, Kyle Bunting Furniture, Q by Pasquale Shoes, Jewelry by Rosalina, EvolutionMAN Skincare, Blue Marlin, PACT, 28Black Energy Drink, Block Headwear, JimmyJane, Guns, Germs, and \$teal, Icarus & Co. jewelry, St. Bernard Project, True Heart Events, JOPR, DJ Lindsay Luv, Sir Richard's.*

[www.urbansanctuaryevents.com](http://www.urbansanctuaryevents.com)

**Rebecca's Take: Oh yeah, can you say SWAG?**

**Fashion's Night Out - September 8, 2011**

**Coast to Coast Destinations - [www.fashionsnightout.com](http://www.fashionsnightout.com)**

One of the participating vendors in Burbank, CA is Unique Vintage Clothing Boutique. Enjoy champagne and appetizers between the after-hours of 6-10 p.m., while shopping their fabulous racks of vintage-inspired clothing and accessories...all in the name of fashion!

Enter their raffle to win a Unique Vintage dress and shopping spree! *Unique Vintage is located at 2013 W. Magnolia Blvd., Burbank, CA 91506.*



Rebecca's Take: This sounds like a pretty smart concept, like an open-house for fashion venues, coast to coast and worldwide. We will check out a couple of the Los Angeles venues and report back.





## Successful Vogue Knitting Live Coming to Los Angeles! September 23-25, 2011



Spectacular, sumptuous and satisfying was an attendee's description of her experience at Vogue Knitting LIVE NY, the premier SRO sellout knitting event that took place last January. More than 6,000 fabulous knitters, accomplished teachers, and popular market vendors from all over the world converged on Manhattan for one of the most successful consumer knitting events ever! Building on the success of the NY event, **Vogue Knitting LIVE LA will have its west coast premiere September 23-25 at the Hyatt Regency Century Plaza**. The three-day celebration filled with fashion, fiber and education is shaping up to be just as fabulous and fashion-forward as its New York counterpart.

"Los Angeles is the perfect setting for the follow-up to VK LIVE New York," says Trisha Malcolm, Editorial Director. "Expect just as much style, marketplace buzz, and the top names in knitting, but with the added luxury and star power that L.A. brings."

The first of its kind on the West Coast, Vogue Knitting LIVE LA will focus on knitwear design, hand-knitting master-level workshops, and technique-driven courses taught up close and personal by internationally renowned A-list instructors like Debbie Bliss, Nicky Epstein and Deborah Newton. World-famous master colorist Kaffe Fassett will give the keynote speech at the Gala Dinner on Saturday, September 24. Kaffe Fassett's exciting and imaginative use of color has made him a singular celebrity in the worlds of knitting, fabric, needlepoint, patchwork, painting and mosaic.

And while *Vogue Knitting* magazine has long been the fashion and style leader in the knitting industry, novice knitters will find their needs haven't been forgotten. Knitting celebrity Vickie Howell will host a Beginner Lounge where free lessons will be available all day Saturday, September 23rd (9 am-6 pm) and Sunday, September 24th (9 am-4:30 pm).

In keeping with the high profile of the event, on Friday, September 23rd, there will a special VIP advance preview of the VK Live Marketplace, a boutique-style market with more than 60 vendors from all over the world. VIPs will walk the Red Carpet with champagne in hand as they discover a wide selection of new and favorite yarns, needles, gifts and accessories. The Marketplace will be open the entire weekend for all knitting fans to enjoy and will include 10 free fashion shows, celebrity book signings, live technique demonstrations, giveaways, a VK LIVE Community Lounge, and an opportunity to mingle with famous designers and superstar instructors from the world of knitting. [www.VogueKnittingLive.com](http://www.VogueKnittingLive.com)

**Rebecca's Take: Knitting is dear to my heart even though I'm not exceptionally good at it. During three pregnancies I found knitting to be calming and it helped to center me. As a young mom and educator, I sigh when I look at my stash of knitting materials. Someday...**



## Hats: An Anthology by Stephen Jones

On view at the Bard Graduate Center  
 September 15, 2011 to April 15, 2012  
 212-501-3074; [barnhart@bgc.bard.edu](mailto:barnhart@bgc.bard.edu)



*Hats: An Anthology by Stephen Jones*—a collaboration between the Victoria and Albert Museum in London and Stephen Jones, the world's foremost hat designer—is at the Bard Graduate Center (BGC) in New York City from September 15, 2011 to April 15, 2012. It is the first venue in this country. The exhibition, which had over 100,000 visitors at the V&A, displays more than 250 hats chosen with the expert eye of the master milliner.

On display are hats ranging from a twelfth-century Egyptian fez to a 1950s Balenciaga hat and couture creations by Jones and his contemporaries. To show the universal appeal of wearing hats, Jones has chosen a wide variety of styles such as motorcycle helmets, turbans, berets, and a child's plastic tiara. There also are hats worn by celebrities such as Madonna and Keira Knightley. For the special exhibition at the BGC, the curators have arranged for loans particularly relevant to the United States, including Babe Ruth's baseball cap and the top hat worn by President Franklin Roosevelt to his fourth inauguration. There will also be a display of work by contemporary New York milliners including Patricia Underwood, Lola, Albertus Swanepoel, Rod Keenan, and Eugenia Kim.

Stephen Jones said: "I was honored when the V&A asked me to curate an exhibition about hats. I had so much fun finding unique head decoration in the most interesting of places. This exhibition draws on millinery collections world-wide and is truly an eclectic and exciting anthology of hats from the last millennium to the present day."

Stephen Jones spearheaded the fashionable revival of British millinery in the early 1980s. Using unusual materials and daring designs, his exquisitely crafted hats have pushed the boundaries of hat design forward for more than three decades. Jones has collaborated with many leading fashion designers including Marc Jacobs, Comme des Garçons, and Christian Dior. He has worked with many celebrity clients including Diana, Princess of Wales, Dita von Teese, Mick Jagger, and Rihanna, and has made hats for the films *Atonement*, *Elizabeth: The Golden Age*, *Coco avant Chanel*, and *W.E.*

### Exhibition

The exhibition is divided into several sections that reveal the practice of creating hats, how they are worn, by whom, and how they are presented to the client.

*Inspiration* looks at how common themes such as exoticism, modernism and the natural world have inspired countless designers. It shows historic and contemporary interpretations of hat types such as the tricorne, bowler, baseball cap, bonnet, skullcap, and many more.

*Creation* shows how hats are made and the traditions, innovations, and practices at the heart of millinery. This area is set up like a milliner's workroom, with patterns, sketches, materials, and millinery blocks.

*The Salon* reflects the milliner's public showcase, featuring spectacular hats that reveal the craft at its sartorial best. On display are designs by Philip Treacy, Bill Cunningham, Mr. John, Lily Daché, Mitza Bricard for Christian Dior, Misa Harada for Yohji Yamamoto, and Chanel.

In *The Client*, visitors can see hats worn by famous clients including Sarah Jessica Parker, Mick Jagger, Brad Pitt, Cecil Beaton, members of the British royal family, and avid collectors such as Isabella Blow and Italian *Vogue's* Anna Piaggi. Also on display will be iconic headwear such as Marlene Dietrich's beret and Andy Warhol's wig.

The exhibition also features a selection of archive film footage plus a film showing a couture hat being made in Jones' atelier.

### **The Book**

The book is by Stephen Jones and Oriole Cullen, curator of textiles and fashion at the V&A. Published by V&A Publishing, the book draws on Jones' unparalleled body of work and the V&A's extensive collection of hats. Also featured are key pieces from international hat collections and design houses. Lawrence Mynott's specially commissioned illustrations preface chapters that examine the milliner's inspiration, the creation and process of making, how to buy a hat, and the etiquette of hat-wearing.

### **Special Events**

The BGC is hosting a Scholarship Fund gala in honor of Stephen Jones on Tuesday, September 13. It will include a silent auction of hats made by non-millinery designers and creatives, including architect Frank O. Gehry, Yoko Ono, Hamish Bowles, Diane von Furstenburg and Lulu Guinness. Contributors include jewelers, furniture designers, journalists, fashion designers, artists, graphic designers, musicians and a chef.

The BGC is offering a special series of lectures, study days, gallery talks, and conversations in conjunction with the exhibition. For further information, please call 212-501-3011 or e-mail [programs@bgc.bard.edu](mailto:programs@bgc.bard.edu)

### **Exhibition Tours**

Group exhibition tours for adult and school groups are offered Tuesday through Friday between 11 a.m. and 4 p.m., and on Thursdays until 7 p.m. Reservations are required for all groups. To schedule a tour, please call 212-501-3013 or e-mail [tours@bgc.bard.edu](mailto:tours@bgc.bard.edu).

*The Bard Graduate Center is located in New York City at 18 West 86th Street, between Central Park West and Columbus Avenue. Gallery hours are Tuesday through Sunday from 11 a.m. to 5 p.m. and Thursday from 11 a.m. to 8 p.m. The admission fee is \$7 general, \$5 seniors and students (with valid ID); admission is free on Thursday evenings after 5 p.m. For more information about the Bard Graduate Center and upcoming exhibitions, please visit [bgc.bard.edu](http://bgc.bard.edu).*



**Rebecca's Take: My abuelita Lynn modeled hats in the 1940s on 26th St., NYC, and that was after she left the convent as a nun in Puerto Rico! Oh yeah, I feel a book in the works. She was a seamstress in the back of the store and when a customer wanted to see the hat modeled, she would be called to the front and model. Millinery Rules! Here is a pic of my role model, my abuela Marcelina (Lynn) Rodríguez de la Rosa... I'm in love with the dress and the shoes, classic. Send me pics and a short story of your role model and I will post it in LB Style! [info@latinbeatmagazine.com](mailto:info@latinbeatmagazine.com)**



**STYLE NEWS...**

**Jennifer Lopez at Kohl's Fall 2011**



Rebecca's Take: One thing you know about JLo, she always makes a fashion statement and when the news was released about a partnership with Kohl's (we'll get to Marc Anthony in a future issue if I like his collection), we wondered if the designs would speak to her style and if they would be affordable! YES and YES! We are speaking of Kohl's and they have followed through with a really cute, young, sassy and sexy line. I can't wait to see the actual clothes and check out the quality. Rumor has it that Kohl reps actually went through her closets to get a sense of her preferences and interpret appropriately for this Fall collection. Huge accomplishment. I like it much better than her previous experiment with a fashion line a few years ago. The models even resemble the Puerto Rican multi-hyphenate and I predict SUCCESS! Kohl's stores nationwide and on [www.kohls.com](http://www.kohls.com) in September.



## TLK Fusion and Jenni Rivera Bring "La Gran Señora" to You



TLK Fusion has partnered up with Latin powerhouse Jenni Rivera to create her lifestyle brand! Known in Hollywood as one of the top marketing firms to both brands and celebrities alike, TLK Fusion is now infiltrating the Latin market to create, brand, and distribute celebrity lifestyle line *Jenni by Jenni Rivera*.

Jenni is at the top of her game and is ready to take her empire to the next level. "Being given the opportunity to work with the #1 Regional Mexican music artists in the world, Jenni Rivera, is not only an honor but a privilege," stated Ken Collis, President of TLK Fusion. "Over 25% of the US population is Latin and being able to penetrate that market through the power of one of the largest Latin celebs in the world will allow Jenni's fans worldwide to touch the products she is creating. TLK Fusion will work tirelessly to deliver *Jenni by Jenni Rivera* product on an international scale and will ensure an affordable price point for her fans." Superstar Jenni Rivera combined with the backing of TLK Fusion and their proven successes, *Jenni by Jenni Rivera* will

surely take the Latin market by storm.

Jenni Rivera is the leader of the Regional Mexican genre - Banda. She has sold over 20 million albums worldwide and is the winner of various Gold and Platinum records by the RIAA, tops the Latin Billboards Albums Charts and has earned nominations at the 2003, 2008 and 2010 Latin Grammys.

*Jenni by Jenni Rivera* will be rolling out in phases with Phase 1 expected to be released in the 4th Quarter of 2011. "Being as busy as I am, TLK Fusion came to the rescue and helped me develop my lifestyle brand!" says Jenni Rivera. Additional phases will be rolled out in 2012. The brands involved are Icing on the Ring, NuME, BH Cosmetics, Xen-Tan and BE Beverly Hills. Be sure to check [www.jenniriveramusic.com](http://www.jenniriveramusic.com) for additional details.



## GIVING BACK...

### Tiny Revolutionary's "Giving Tee"

Tiny Revolutionary's "Giving Tee" line of charitable partnership tees capitalizes on two trends: charitable gifting and fashion tees. "We want to make super cool fashion tees that mean something. Whether it's to promote education in countries affected by the AIDS virus or provide musical instruments and lessons to homeless kids, our goal is to make the world a better place for all, through enriching the lives of our kids," says founder BreeAnne Clowdus.

**Save a Child's Heart:** provides life-saving heart surgeries to babies and children in poor and war torn countries. **\$44 retail price** with **\$20 donation** with a sale of only 500 shirts that can fully fund a child's surgery and save a life.



**One Village at a Time:** to provide education and support to struggling communities in Africa, particularly those hardest hit by the AIDS epidemic. **\$30 retail price** with **\$10 donation** that provides food, medical care and education to children orphaned and infected by the AIDS value.





**Hands to Hearts International:** makes the world a better by sharing critical knowledge about early childhood development to communities compromised by poverty and conflict. **\$35 retail price** with **\$20 donation** that pays for all materials to conduct a thorough training session for an entire village of caregivers, who eventually save lives as orphanages who receive this training report a massive decline in infant mortality and illness.



**Rock for Kids:** makes music education a reality for all children, regardless of income level. **\$30 retail price** with **\$10 donation** that provides music lessons and instruments for homeless and underprivileged kids.

Tiny Revolutionary puts its money where its mouth is with its "Tiny Bucks" program for charity. Customers earn one dollar per item they purchase and get to choose the recipient, from a short list of approved partners, at check-out. For more information, please visit [www.tinyrevolutionary.com](http://www.tinyrevolutionary.com).

**Rebecca's Take: As an educator, helping children is an instant incentive for me. One tiny revolution at a time.**



## Tee shirts for HOPE



**Music Stars including Shakira, Madonna, Lady Gaga, JAY-Z and Justin Bieber team up with Live Nation Entertainment, Bravado International and City of Hope to raise awareness, funds for cancer research**

**Collectible "Hope, Love and Rock & Roll" Artist T-Shirts Now Available at [CityofHopeShop.com](http://CityofHopeShop.com) - Proceeds Support Lifesaving Research and Treatment at City of Hope**



Fans of Lady Gaga, John Lennon, Tom Petty and the Heartbreakers, George Michael, Green Day, Shakira and more than 25 other top musical acts can rock out in collectible edition t-shirts showing off their favorite artists and their support for City of Hope, a leading research, treatment and education institute for cancer, diabetes and HIV/AIDS. Beginning this month, fans who visit the artists' official websites and [CityofHopeShop.com](http://CityofHopeShop.com) can purchase "Hope, Love and Rock & Roll" t-shirts featuring their favorite artists, with not less than 50-percent of the retail price benefitting research and treatment programs at City of Hope.

"I'm a big believer in the power of music to connect and heal," said Irving Azoff, chairman of Live Nation Entertainment. "I'm so grateful to the many artists and friends who are contributing to the unique 'Hope, Love and Rock & Roll' merchandise program supporting City of Hope, an organization my wife Shelli and I are deeply committed to."

Added Shelli Azoff, a longtime member of the City of Hope Music and Entertainment Industry Group, "The artists in this program inspire millions of fans through their music and example. I'm personally inspired by City of Hope's doctors and researchers, who work every day to develop treatments and cures for life-threatening illnesses, and am delighted that music fans can join Irving and me in supporting this important organization just by purchasing one-of-a-kind t-shirts."

Featured artists in the program include: Avenged Sevenfold, Avril Lavigne, Barbra Streisand, Eminem, George Michael, Green Day, JAY-Z, Jimmy Buffett, John Lennon, Journey, Justin Bieber, Lady GaGa, Madonna, New Kids on the Block, Nickelback, No Doubt, Ozzy Osbourne, Rihanna, Rod Stewart, Shakira, Shania Twain, Slipknot, Stone Sour, Sublime, Sugarland, and Tom Petty & The Heartbreakers. Additional artists will be announced throughout the year.

"Music plays such a vital role in our lives, comforting us in our times of need or galvanizing us into action to make a positive change," said Alexandra M. Levine, M.D., chief medical officer, City of Hope. "We are grateful for the support of these talented musical artists and rock n' roll merchandise companies, Live Nation Merchandise, Bravado International and FEA, which will help City of Hope raise awareness and funds for research to help patients and families who face a life-threatening disease."

The launch of the new merchandising program is the latest in a long history of music industry programs in support of City of Hope. Since its creation in 1973 by key music industry leaders, City of Hope's Music and Entertainment Industry Group has raised more than \$96 million. Irving Azoff, chairman of Live Nation Entertainment and a member of the Music and Entertainment Industry Group, and his wife, Shelli, were recently honored with the Spirit of Life Award, City of Hope's most prestigious honor that recognizes individuals who have committed their time and resources to helping those in need. Irving Azoff is the first person ever to be honored twice with this philanthropic honor and the Azoffs were the first couple to receive the award.

For more information and to purchase the limited edition "Hope, Love and Rock & Roll" artist t-shirts benefitting City of Hope, please visit [CityofHopeShop.com](http://CityofHopeShop.com).

**About City of Hope**

*City of Hope is a leading research, treatment and education center for cancer, diabetes and other life-threatening diseases. Designated as a comprehensive cancer center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer and urology by U.S. News & World Report. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit [CityofHopeShop.com](http://CityofHopeShop.com).*

**Rebecca's Take: They had me at "Imagine" by John Lennon. This is a seriously good cause, fine merchandise, and for a relatively small purchase you can help City of Hope give hope. Philanthropy 101.**



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