

I Am Modern Magazine Attracts 800 Moms To Shopping Event Benefiting The Breast Cancer Research Foundation



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Press Release Summary: I Am Modern Magazine, in partnership with the Medical Spa at Nova held its' first annual Holiday Shopping Event on November 9th, 2008 at the Hyatt Regency in the Reston Town Center to help raise money for The Breast Cancer Research Foundation. Over 30 retailers including The Dandelion Patch, Posh Couture, Candy Beads Jewelry, PR at Partners and 800 attendees participated in the charitable Mom's Night Off shopping event.

Press Release Body: Northern VA, Metro DC (November 11th, 2008)- **I Am Modern Magazine**, in partnership with the **Medical Spa at Nova** held its' first annual **Holiday Shopping Event on November 9th, 2008** at the Hyatt Regency in the Reston Town Center to help raise money for The Breast Cancer Research Foundation. Over 30 retailers including The Dandelion Patch, Posh Couture, Candy Beads Jewelry, PR at Partners and 800 attendees participated in the charitable Mom's Night Off shopping event.

According to the **American Cancer Society**, about 1.3 million women will be diagnosed with breast cancer annually, worldwide about 465,000 women will die from the disease. Research money is needed to help beat this deadly and insidious disease. *"In an economic downturn everyone suffers, everyone*

*feels the pinch including the charities”says **Hulya Aksu, founder of I Am Modern Magazine.***

“By holding these social functions, where the retailers can gain access to moms and moms can get out and socialize, we are making raising money for a charity a win-win for everyone involved.”

The first 650 attendees received a Swag Bag worth over \$250. Every guest also received the following:

- o 2 ModernTinis (Pomegranate Martinis)
- o Delicious Appetizers
- o Dessert Bar
- o Spectacular Shopping from the Best Vendors of Northern Virginia
- o Massages
- o Manicures
- o Hairstyling
- o Spa Treatments
- o Pedicures
- o Sample Chocolates
- o oh... so much more...

About Modern Mom Media Corporation

I Am Modern Magazine for Moms is an upscale lifestyle magazine that brings a revolutionary breakthrough to print and internet publication featuring 100% reader generated local content with a quality national look and feel. I Am Modern Magazine for Moms, a quarterly publication, is strategically aligned with local mothers who are the most valuable market for both local and national vendors. The web site, www.iammodern.com provides a social media portal for local mothers in Northern VA and Metro D.C. I Am Modern Magazine for Moms is the world’s only reader generated magazine that connects moms in print, online and in person with their unique social club. I Am Modern Magazine has been named double Finalist at Small Business Award for Best Entrepreneur and Product of the Year in Loudoun County, Virginia.

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