



Phoenix House
Rising Above Addiction

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Contact: Karen Sodomick, 646 505 2093
ksodomick@phoenixhouse.org

Phoenix House Fashion Award Dinner Raises \$1.2 Million

Fashion Event Celebrates Leaders, Provides Support for Phoenix House Programs

NEW YORK – November 5, 2010 – On Tuesday, November 2, 850 members of the fashion industry gathered to honor Ronald Frasch, Glenda Bailey, and Josie Natori for their contributions to fashion and their dedication to the Phoenix House Foundation. Mr. Frasch is President & Chief Merchandising Officer of Saks Fifth Avenue, Ms. Bailey is the Editor-in-Chief of *Harper's Bazaar*, and Ms. Natori is President & CEO of the Natori Company. The event was a tremendous success, raising \$1.2 million for the Phoenix House Foundation and its initiatives for individuals and families affected by substance abuse.

“With the help of friends like Ronald Frasch, Glenda Bailey, and Josie Natori, Phoenix House continues to provide vital resources for those recovering from addiction,” said Howard P. Meitiner, President and CEO of Phoenix House. “We are indeed proud of the work that we do, but more importantly, we are proud of the amazing individuals who are moving forward on the road to recovery.”

Before the presentation of awards, two young Phoenix House clients, Matthew and Onieka, shared their powerful stories of addiction and recovery. **Joseph Abboud, Francisco Costa, Tommy Hilfiger, and Vera Wang** were among the guests who witnessed their testimonies of struggle and triumph.

“Like all of you, I was so moved by Matthew and Onieka’s stories,” said honoree Glenda Bailey in accepting her award. “I am humbled to be honored tonight by an organization I admire so much. Phoenix House is an angel to those who are battling their demons.”

“All of us would like to think that substance abuse and its cruel effects happen to other people,” added honoree Josie Natori, “but I sincerely doubt that there is anyone here tonight who not been affected. The work Phoenix House does to help the whole person—not only to beat the addiction, but also to get their lives together—is so vital.”

Honoree Ronald Frasch praised Phoenix House’s “counselors and support staff who make recovery a reality.” He also thanked fellow members of the fashion industry for their “compassion and concern” for those battling addiction.

The event included a reception and dinner, with musical entertainment provided by DJ Donna D’Cruz. Designer Alber Elbaz presented the award to Ms. Bailey, Cardinal Edward Egan to Ms. Natori, and retired Neiman Marcus Group CEO Burton Tansky (via video) to Mr. Frasch.

Dinner Co-Chairs were Joseph Boitano, Rose Marie Bravo CBE, Tina Brown, Frank Doroff, Brendan L. Hoffman, Cody Kondo, Laurence C. Leeds, Jr., Ashley & Jeff McDermott, Thomas Ott, Richard L. Plepler, Andrew Rosen, Shirley Lord Rosenthal, Burton M. Tansky, Annette Tapert, and Deborah Walters. The event’s Dinner Committee included George Friedman, Jeff Leatham, Stanley Tucker, Phoenix House President and CEO Howard P. Meitiner, and Phoenix House Founder, Mitchell S. Rosenthal, M.D.

About Phoenix House

Phoenix House is a leading non-profit provider of substance abuse treatment and prevention services, serving more than 7000 men, women (including women and children), and teens each day at more than 120 programs in 10 states— California, Connecticut, Florida, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Texas, and Vermont. For more information, visit www.phoenixhouse.org.