



Phoenix House
Rising Above Addiction

FOR IMMEDIATE RELEASE

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**Phoenix House Fashion Award Dinner Honors Ronald Frasch,
Glenda Bailey, and Josie Natori**

**Fashion Event Celebrates Leaders, Provides Support for Phoenix House Programs
Empire Ballroom, Grand Hyatt, New York, Tuesday, November 2, 2010, 7 PM**

NEW YORK – October 26, 2010 – More than 600 members of the fashion industry will gather 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.

“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,” adds 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.”

Honoree Ronald Frasch admires Phoenix House for its “focused commitment to educate, treat and heal those suffering from the devastating disease of addiction. Phoenix House has been there for countless individuals at their darkest hour, when they have had nowhere else to turn. Substance abuse shatters many lives, but the success of the men, women, and young people who have come through Phoenix House teaches us that recovery is possible.”

“We all know someone whose life has been touched by substance abuse. We can be grateful that an organization like Phoenix House exists to treat this disease and to

return people to their families and communities with a new lease on life – and a restored sense of hope.” says honoree Glenda Bailey.

“Every day,” adds honoree Josie Natori, “Phoenix House lends a helping hand – offering compassionate treatment to those in need. Their programs have a tremendous positive impact on the lives of so many, and they deserve our continued support.”

The event will include a reception, dinner, and speaking program, and DJ Donna D’Cruz is scheduled to spin. Funds raised at the Fashion Award Dinner will benefit the Phoenix House Foundation and its initiatives for individuals and families affected by drug or alcohol abuse.

Dinner Co-Chairs are 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 includes 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.

For event information and to purchase tickets, visit <http://www.phoenixhouse.org/new-york/fashionawarddinner/>