

Teddy Bear Cancer Foundation

Saks & The City IV

By **Jeanette Casillas** / CASA

ALL BETS WERE ON at the Teddy Bear Cancer Foundation's 4th annual fundraising event, *Saks & The City IV* where the women enjoyed a night of pampering and shopping while the men kept busy at the Dice & Diamonds Casino tables.

Over 300 Teddy Bear Cancer Foundation supporters and patrons gathered to raise funds for a good cause and enjoy a special night out at downtown's Saks Fifth Avenue.

Aside from massages and makeovers, women enjoyed a preview of the latest spring designs from Etro, Diane Von Furstenberg, Les Copains, Milly, Tory Burch, Elie Tahari, Piazza Sempione, and Theory.

Nia Peeples served as Master of Ceremonies. Billy Baldwin led a lively auction



Kenny Loggins; Nia Peeples, Master of Ceremonies; and **Shaun Tomson**



Sheela Hunt, event co-chair; **Marni Rozet,** TBCF Executive Director; **Billy Baldwin,** Auctioneer; **Jo Landis Shields,** event co-chair; and **Lorena Cheverez,** event co-chair



Brian Baxter and **Hank Holmberg,** Santa Barbara City Firefighters; **Donna Barranco Fisher Yates,** Junior League's 2011 Woman of the Year; **Marni Rozet,** TBCF Executive Director; and **Troy Begg,** SB County Firefighter

then the "bets were raised" when some of the Santa Barbara firefighters took off their shirts and helped raise more money for the foundation. Baldwin helped raise over \$50,000 during the live auction. So far, the funds raised at the event total \$125,000, doubling last year's results.

All services, including hors d'oeuvres and cocktails, were donated and provided by participating vendors. All of the proceeds raised will help provide financial and emotional support for families who have a child with cancer.

For more information call (805) 563-4723 or visit www.teddybearcancerfoundation.org.



Jo Berkus, TBCF Board Member and **Nikki Katz,** TBCF Founder



Chris Bures, Saks Fifth Ave. SB, General Manager and **Nana Morris,** Saks Fifth Ave. SB, Operations Manager



Leslie Sinclair von Wiesenberger; Tina Farnia; and **Kristi Marks,** Saks Fifth Ave. SB, Marketing with the TBCF's exclusive Santa Barbara International Film Festival celebrity autographed, "Hope for Kids" Ty Warner Bear



Hank Blanco; Charles LeSueur; Debbie Borden; and **Barbara Seward de L'Arbre**



Alberto Morello and **Elaine Morello** of Olio e Limone Ristorante with **Jennifer Guess** (middle)