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6/29/09 Newsletter

****CHARITY BENEFIT****



CANCER 101's BIGTOP AT THE BOWERY
(Tuesday, June 30th)

Hoda Kotb & John Mahdessian host
CANCER101's BIG TOP AT THE
BOWERY Benefit. The circus-
themed party includes a silent
auction, dancing, live performances
by Broadway in South Africa troupe
- trapeze artists, aerialists & more.
Sponsors are Madame Paulette,
Sanofi-Aventis, Genentech, Inc. &
Greater New York Hospital
Association.

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Erin Lucas Sneaks Around Town

7/1/09 at 5:40 PM | 18 Comments

Erin Lucas of *The City* paired her disco dress with bright-blue sneakers at the Cancer 101 "Big Top at the Bowery" event last night, held at the Bowery Hotel.

Are the kicks too casual?

Erin Lucas.

The Circus Comes to Town, and It's Not Britney's World Tour

By [Kristian Laliberte](#) July 9, 2009 4:15 pm

S T Y L E P O I N T S

Cocktails and clowns come together at CANCER101's Big Top at the Bowery benefit



Clowns don't just scare me, they petrify me. Dig deep into your mid-'90s TV memories for that *Are You Afraid of the Dark?* episode featuring the sadistic punchinello that pretty much left a generation of *SNICK* fans scarred for life. It's a safe bet that those of the Baby Boom generation felt similar chills with the introduction of Steven King's *It*. Simply put, clowns are freaky--the birthday party presence that leaves kids more shaken than stirred.

It was with trepidation, then, that I attended CANCER101's anticipated Big Top at a cocktail benefit celebrating cancer patients, survivors, and their caregivers at the Bowery Hotel last week. The pouring rain only added to the surreal atmosphere created by aerialists, acrobats, jugglers, stilt-walkers, tarot card readers, magicians, and...hula-hoopers. Children might like that shiz, but it's my idea of the nightmarish acid trips they tell you about in *D.A.R.E.*, where I imagine giants on wooden stilts would peer portentously at me through kohlr-rimmed eyes.

Despite my initial fears (and death grip on my dates **Miguelina Gambaccini** and **Carol Han**), I got through the night unaided by benzodiazepines, dirty martinis, or packs of Marlboro Reds--if you're gonna smoke, Parls are the only way to go. It was really the Solerno Bellinis, cotton candy, and more popcorn than a **Peggy Siegal** screening that assuaged even the most hard-core of coulrophobiacs.

Spectators of the three ring circus included **Euan Rellie**, who, in his usual 'gamesome gallant' fashion, escorted the dazzling **Ann Caruso** (o-b-b obsessed with her Chingy blingy); *The City* star **Erin Lucas**, who hula-hooped for over thirty minutes with everyone's favorite G-A-Y **Jared Craft**; *Social Life* Editor-in-Chief **Devorah Rose**; Schooled authoress **Anisha Lakhani**; photographer **David X Prutting** and his fiiiine fiance **Chau Ngo** (P.S. They've set a date for the wedding that might just rival Lauren Santo Domingo's Colombian nuptials); and furniture magnates **Shoko** and **Nikki Cheng**.

There was no clowning around during the silent auction, where guests like **Rachelle Hruska**, *The Fashion Show*'s **Keith Lissner**, and **Robert Fowler** and **Jared Clark** (whose obvious attire deliberation translated into a sexier vers of Siegfried & Roy), fiercely fought it out for items like a Rosenthal Vibration Platinum Reflections Vase, his-and-hers bottles of Clive Christian No. 1 ("the world's most expensive perfume"), and tickets to the CHOCHENG Spring/Summer 2010 fashion show at Bryant Park.

Though I didn't quite get over my fear of all things circus (obviously excluding the Britney Spears single and tour), learning about cancer survivor Monica Knoll, who founded CANCER101 in 2002 to help empower newly-diagnosed metastatic cancer patients and their caregivers, helped me realize that clowns are much less scary than cancer.

*For those deterred by face paint and card tricks, Madame Paulette's **John Mahdessian** (dubbed "The Greatest Sponsor on Earth") will be hosting the fall gala. Learn more at cancer101.org.*



Keith Lissner of The Fashion Show, Kristian Laliberte, and StyleCaster's Carol Han



Robert Fowler and Jared Clark



CANCER101 founder Monica Knoll



*Circus atmosphere at
The Bowery Hotel*



Miguelina Gambaccini



Euan Rellie and Ann Caruso



Erin Lucas of The City



*Devorah Rose of
Social Life magazine*



Shoko and Nikki Cheng

Read The Full Article from StyleCaster [The Circus Comes to Town, and It's Not Britney's World Tour](http://www.stylecaster.com/news/3727/the-circus-comes-to-town-and-its-not-britneys-world-tour#ixzz0tUKTjjFe) - Lifestyle News - StyleCaster <http://www.stylecaster.com/news/3727/the-circus-comes-to-town-and-its-not-britneys-world-tour#ixzz0tUKTjjFe>

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for a regatta in New England
or the Caribbean.



David Patrick Columbia's

NEW YORK SOCIAL DIARY

CANCER101 held its *BIG TOP AT THE BOWERY* cocktail benefit at the Bowery Terrace at the Bowery Hotel, to celebrate cancer patients, survivors and their caregivers. More than 350 supporters attended the party -- replete with popcorn, cotton candy, candy apples, STOGO ice cream, and live performances by the Donnell Adler, Inc. and the renowned Broadway in South Africa troupe, including aerialists, acrobats, jugglers, stilt walkers, tarot card reader, magicians and hula hoopers.

Hosted by the *Today Show's* **Hoda Kotb** and **John Mahdessian**, the Bowery Terrace was the showground for guests such as **Shauna Brook, Ann Caruso, Shaokao and Nikki Cheng, Peter Davis, Robert Farrior, Melissa Foss, Miguelina Gambaccini, Monica Knoll, Anisha Lakhani, Kristian Laliberte, Keith Lissner, Erin Lucas, Aslaug Magnusdottir, Liam McMullan, Veronica Moncho-Lobo, Maggie Norris, Bianca Pratt, Euan Rellie, Susan Shin, Mona Wyatt, Maine de Biran** and more.



Madame Paulette announced its year-long partnership with CANCER101, committing

to raising funds for the organization through the auction of restored vintage designer gowns -- we are “saving clothes to save lives,” said Mr. Mahdessian. Other generous sponsors included Sanofi-Aventis, which was the “Big Top Sponsor,” Genentech, Inc. and The Greater New York Hospital Association, which were collectively, the “Three Ring Sponsors.”

The evening was also a celebration of all the good work that CANCER101 does and the progress that it has made since its founding in 2002 by cancer survivor **Monica Knoll**.



Ashlang Magnusdottir, Bianca Pratt, and Sumi Trenholme



Aesha Waks, Devorah Rose, Liam McMullan, and friend



Douglas Marshall, Keith Lissner, Danielle Snyder, and Rachelle Hruska



Keith Lissner, Kristian Laliberte, and Carol Han



Dexter King and Judy Francisco



Erin Lucas and Monica Knoll



Maggie Norris and Trevon Warren



Marie Claire Gladstone



Euan Relli, Ann Caruso, and Susan Shin



Melissa Foss, Cliff Comfort, and Anisha Lakhani



Miguelina Gambaccini



Soraya Whelton



Robert Farraior and
Kimberly Simonton



Shoko and Niki Cheng



Robert Ewert, Monica Knoll, Kim Schneider, Anthony Dale, and Westreich Dale



Robert Fowler and Jared Clark

EVENT REPORT 07.01.09 1:21 PM

Clowning Around

To lighten the mood of its fund-raiser, nonprofit organization Cancer101 chose a circus theme replete with popcorn, cotton candy, and live performers.

Nasty weather—not to mention the economy—threatened Tuesday’s Cancer 101 benefit, but in the end neither put much of a damper on the cocktail party fund-raiser. The planners of the event, where guests included cancer survivors and their caregivers, settled on a circus theme because “we wanted to celebrate all the people who do survive,” said Susan Shin of [Shin Advisors](#), which co-produced the event with [Bon Vivant](#). “Plus—and you’re going to laugh—we liked the alliteration of **Big Top at the Bowery**.”

The evening’s entertainment at the [Bowery Hotel](#) was in keeping with the circus theme: Circulating among the 315 guests were a juggler, magician, tarot card reader, contortionist, Hula-hoop dancer (with extra hoops for partygoers), and a man on stilts. Before performing, Broadway in South Africa—a nonprofit troupe of Broadway artists—walked the room, the men dressed in sparkling tuxes and top hats, the women wearing body suits, fishnets, and feathers. Guests ate popcorn and cotton candy in addition to passed hors d’oeuvres served by men in suspenders and colorful, oversize clown ties.

CONTINUED >

PHOTO GALLERY



Inside the Bowery Hotel, magicians, stilt walkers, and other performers interacted with guests during the four-hour cocktail party.



A Hula-hoop dancer circulated amongst the guests, encouraging them to take up a hoop.



The troupe of performers was provided by Broadway in South Africa.
Photo: Dan Hallman for BizBash

Photo: Dan Hallman for BizBash



To complement the circus-style performers, popcorn and cotton candy were served.

Photo: Dan Hallman for BizBash

Photo: Dan Hallman for BizBash



An unexpected rain shower forced organizers to move some auction items away from the terrace doors.

Photo: Dan Hallman for BizBash



The event auctioned off bottles of Clive Christian perfume, which typically cost \$1,000 each.

Photo: Dan Hallman for BizBash



Rather than print programs for the evening, Cancer101 provided information at a table inside the event.

Photo: Dan Hallman for BizBash

An afternoon rainstorm necessitated some last-minute rearranging in the space, which includes a large terrace. The doors to the hotel's terrace cannot be closed, which left items for the silent auction, like chiffon gowns and leather purses, open to the rain. The staff had to shut the curtains and shuffle the raffle items to move delicate pieces away from the doorways. The rain cleared up about half an hour after the party's 7 p.m. start, opening up the outdoor space for mingling, if not for sitting—the seat cushions were soaked.

CANCER101'S BIG TOP AT THE BOWERY FUND-RAISER

Balloons **Balloons To Go**
Catering **Gemma**
Cotton Candy, Popcorn
Recreation **Picnic Service**
PR, Production **Shin Advisors**
LLC
Production **Bon Vivant LLC**
Lighting, Venue **Bowery Hotel**

For **Monica Knoll**, **Cancer 101's founder and a three-time cancer survivor**, the challenge of the event was to create an evening that was all fun without letting guests lose sight of the cause behind the party. To that end, there was a table with information on the charity, which offers care planners to recently diagnosed cancer patients, as well as staffers on hand to answer questions. They also chose not to do a printed program—**"People just trash it," Knoll said**—and instead included a TV screen with rotating slides **on all the event's sponsors, including Madame Paulette and Sanofi-Aventis**, and the charity itself.

The recession posed its own challenges. Cancer101 lowered prices from previous benefits and aimed for a smaller party—with fewer tickets to sell—in a nod to the economic climate. There was, however, an exception to the recession-sensitivity: a display, manned by a model, for the auction of Clive Christian perfume, which normally costs \$1,000 for a 50 milliliter bottle and is known as the world's most expensive perfume.

—Meryl Rothstein

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Cancer101's Greatest Show On Earth At The Bowery Hotel

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Cancer101 sort of sounds like an ill fated biology class from college, no? Well, [Cancer101](#) is in fact a non-for-profit organization whose mission is to *"empower patients, survivors, caregivers and those affected by breast cancer to take control of their diagnosis by providing them with the necessary armor to fight the disease."* On June 30, Cancer101 hosted "**Big Top At The Bowery**" a benefit cocktail party at [The Bowery Hotel](#) honoring patients, survivors, and caregivers.



More story and photos below...

The benefit had a wide array of entertained including **trapeze artists, aerialists, acrobats, clowns, and stilt walkers** all following the theme of the Big Top Circus. Cocktails, popcorn, cotton candy, dancing and a silent auction were all enjoyed by the many party goers of the evening. Sweet beats were also provided by DJ Xplosive. Some of the attendees of the evening included [Liam McMullan](#), [Devorah Rose](#), [Douglas Marshall](#), [Keith Lissner](#), [Erin Lucas](#), [Kristian Laliberte](#), [Carol Han](#), [Robert Fowler](#), and [Miguelina Gambaccini](#).

Here is what **Nick Deitz** had to say about the event: "Hosted by the Today Show's Hoda Kotb and Madame Paulette's John Mahdessian, the Bowery Terrace was a showground. Guests visited the 'CANCER101 Lounge' while learning about the organization, as well as the SOLERNO VIP Lounge where they savored the ever-popular Solerno Bellinis. Meanwhile, Madame Paulette President, John Mahdessian greeted guests as the "Greatest Sponsor on Earth." Indeed, Madame Paulette announced its year-long partnership with CANCER101, committing to raising funds for the organization through the auction of restored vintage designer gowns — we are "saving clothes to save lives," said Mr. Mahdessian. Other generous sponsors included Sanofi-Aventis, which was the "Big Top Sponsor", Genentech, Inc. and The Greater New York Hospital Association, which were collectively, the "Three Ring Sponsors".

There were no circus animals but ferocity was the game, as bidding on the Silent Auction became heated; there was fierce competition over items such as a fuchsia Emanuel Ungaro handbag, a Tumi overnight tote bag, a Matthew Williamson clutch, House of Waris pendants, MODO for Jennifer Creel sunglasses, a Miguelina dress, a La Perla velvet and satin robe, a Warren-Tricomi salon experience with the dynamic duo themselves, **Tibi swimsuit and wrap**, a Calvin Klein gift certificate.

Actual lines formed over the **Rosenthal platinum vase** that caused a tug of war as well as tickets to the CHOCHENG Spring/Summer 2010 fashion show at Bryant Park during Mercedes-Benz Fashion Week. In the spirit of giving but getting that 1 special item, guests also bought raffle tickets with hopes of winning a **his and hers bottles of "the world's most expensive perfume"** — Clive Christian No. 1. Indeed, the evening

was a celebration of all the good work that CANCER101 does and the progress that it has made since its founding in 2002 by cancer survivor Monica Knoll." **More pictures below:**



Keith Lissner, Rachelle Hruska





Keith Lissner, Kristian Laliberte, Carol Han, Marie Claire Gladstone



Broadway in South Africa



Miguelina Gambaccini



Aesha Waks, Devorah Rose, Liam McMullan, Jessica

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Thursday, July 02, 2009

Cancer 101 Bigtop on the Bowery

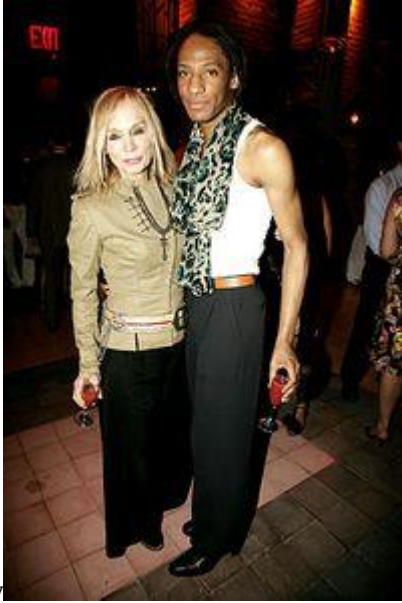
Hi!



The first ever **Cancer101** benefit got under way last evening without a hitch. **Cancer 101** held its much anticipated **Big Top at the Bowery** --a successful four hour soiree at the **Bowery Terrace at the Bowery Hotel** --to celebrate cancer patients, survivors, and their caregivers. The evening hosted by the **Today Show's Hoda Kotb** and **John Mahdessian** was a delight for the eyes, and a true labor of love come to life for **Cancer 101** founder **Monica Knoll**. Several hundred guests attended the lively, vibrant, circus-themed cocktail party that offered **popcorn, cotton candy, candy apples**, **SOTOGO** icecream, and live performances by the **Donnell Adler Inc.**, and the renowned Broadway in South Africa troupe, including aerialists, acrobats, jugglers, stilt walkers, tarot card reader, magicians, and hula hoopers.

Most impressive for this particular evening were the silent auction items by the city's most popular luxury retailers; standouts included offerings from **Designer ChoCheng**, **Cleo Spa & Salon**, **Anisha Lakhani**, **Tumi**, **LaPerla**, **MODO** for **Jennifer Creel** Sunglasses, **Tibi**, **Warren Tricomi**, **Calvin Klein** and many others. A standout for our evening in particular was the in-person presence of lead sponsor **John Mahdessian**-President of **Madame Paulette**, who spoke of his involvement with **Cancer 101** as a year long partner.

The evening yielded an eclectic mix which included the city's socials, captains of



industry and even fashion designers which included: Erin Lucas, Miguelina Gambaccini, Maggie Norris with model Trevon Warren, Kristian Laliberte, Euan Rellie, Ann Caruso, and many others. All seeking a bit of solace from the surrounding excitement were able to slip away into the Solerno VIP lounge. We caught several attendees blissfully sipping Solerno Bellini's in the dimly lit area of the VIP which filled quickly once the passed hors d'oeuvres began. All in all, a special night for a very special cause with a good time had by all.

For more information on Cancer101 please visit www.cancer101.org

***photos by David X Prutting/Patrick McMullan**



Douglas Marshall, Keith Lissner, Danielle Snyder, Rachelle Hruska



Gabriella, Michelle, Erin Lucas, Monica Knoll



By [Kristin Luciano](#)

Filed under:

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