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## NEWS RELEASE

September 18, 2012

### FOR IMMEDIATE RELEASE

## Event Reminder: FASHION FOR HER 2012 Fundraiser to Benefit Making strides against Breast Cancer

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(Naples, Fla.) – Kick off the new fall and winter fashions the right way at the Ritz-Carlton Golf Resort, 2600 Tiburon Dr., on Thursday, Sept. 27 at Fashion for Her 2012, a benefit fashion event from 5:30 p.m. to 7:30 p.m.

Celebrity designers Rosita Hurtado, accompanied by Lisu Vega, Maria Lepe and DZiegher will unveil their new visions for female fashion this upcoming season. **The Second Annual Fashion for Her** event will showcase models parading the latest trends worn by international celebrities.

"I'm extremely excited about this second year of Fashion for Her. More than thirty-five models will be on stage, setting the tone like Miami Fashion Style Shows in the beautiful Naples, Florida," designer Rosita Hurtado said.

D'Latinos Magazine and Fifth Third Bank are the premiere hosts of the event and all proceeds will benefit the American Cancer Society's "Making Strides Against Breast Cancer." The event includes a buffet dinner and professional networking during a cash bar happy hour.

Mayela Rosales, Executive Editor of D'Latinos Magazine, will host the event with local celebrity NBC 2 news anchor Stacey Deffenbaugh.

**Fashion for Her tickets cost \$75 per person or table purchases are available at <http://www.dlatinos.tv/fashion>. Tickets may also be purchased by calling (239) 254-9995, extension 218 or by emailing an RSVP with payment information to [events@mediavista.tv](mailto:events@mediavista.tv). No tickets will be sold at the door.**

**Fashion for Her** event sponsors include D'Latinos Magazine, Fifth Third Bank, Mercedes Benz of Naples, Radiology Regional Center, Premiere Oncology, Physicians Regional Healthcare System, Dr. Jacqueline Romero, Eyes Wide Open, Dimenzion AZ and DREAMFly Marketing®, and they are assisting with event funding and promotion.

### About Media Vista

In August, 2002, Orlando and Mayela Rosales created *D'Latinos al Dia*, a Hispanic television news program, which has grown into a multi platform media empire. In November 2003, the company launched D'Latinos Magazine, a free Southwest Florida Hispanic lifestyle publication. Orlando Rosales serves as chairman for the Media Vista Group, the parent company of *D'Latinos al Dia*, and in 2006 the company expanded to 24 hours of programming as the affiliate of Azteca America (WANA) for Southwest Florida, which has joined the Comcast digital lineup on Channels 231 and 611. In 2007-2008, Azteca America SWFL became available on DirectTV and Dish Network on channel 14.

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