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## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

## Fashion For Her Will Help Save Women's Lives in Southwest Florida

(Naples, Fla.) – Make your happy hour count on Thursday, September 27, 2012 at the Ritz-Carlton Golf Resort, 2600 Tiburon Dr. D'Latinos Magazine and Fifth Third Bank will cooperatively host a benefit for the American Cancer Society's "Making Strides Against Breast Cancer" from 5:30 p.m. to 7:30 p.m.

**The Second Annual Fashion for Her** event will showcase models parading the latest fashions by celebrity designers Rosita Hurtado, accompanied by Lisu Vega, Maria Lepe and DZiegher during an empowering happy hour and entertaining dinner.

"So many businesses have partnered with us to create an evening of female empowerment," D'Latinos Magazine Executive Editor Mayela Rosales said. "Powerful and passionate business women will gather for fun with the benefit of a critical cause."

Rosales is hosting the event with local celebrity NBC 2 news anchor Stacey Deffenbaugh, and said the event last year was the perfect networking opportunity for business owners and managers to gear up for season while helping a cause. She anticipates a sellout crowd again this year.

**Fashion for Her** event sponsors include D'Latinos Magazine, Fifth Third Bank, Radiology Regional Center, Premiere Oncology, Mercedes Benz of Naples, Physicians Regional Healthcare System, Dr. Jacqueline Romero, Petunia's of Naples, Dimenzion AZ and DREAMFly Marketing®, and they are assisting with event funding and promotion. Petunia's of Naples, a Fifth Avenue fashion boutique, has also donated a \$200 shopping spree to be awarded during the event.

The fashion event is the kickoff for the local American Cancer Society Chapter's October initiative the "Making Strides Against Breast Cancer" event scheduled on October 20 at Cambier Park, where hundreds of people will participate in a walk to raise money for the organization.

**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.

### 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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