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**NORTH SUBURBAN
YMCA**
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FOR IMMEDIATE RELEASE

Evening of Bloomingdale's Fashion and Fun Benefits North Suburban YMCA

Northbrook, IL: August 2016 – Over 100 friends and supporters of the North Suburban YMCA enjoyed a relaxed evening of shopping and socializing on August 25 at Bloomingdale's in the Old Orchard Mall in Skokie. Attendees at the "Shop for a Cause" event included members, non-members, corporate partners, and city friends, who made the trip to the suburbs to show their support for the outstanding services and programs provided by the Northbrook-based Y.

Guests at the unique event were treated to a cocktail reception and hors d'oeuvres as they browsed an array of fall styles. Bloomingdale's made the shopping especially enticing by donating 10 percent of all purchase proceeds to the Y's Strong Kids Financial Assistance Fund, as well as offering discounts of up to 20 percent as part of the store's Annual Fashionable Fundraiser. In addition, Teddie Kossof of Teddie Kossof Salon in Northfield appeared at the event and donated \$500 toward the cause. The donation period continued through August 28, raising over \$2000 for the fund.

The evening was capped by a fall fashion show starring several leaders of the NSYMCA community, including members, instructors, and staff. The show took an intergenerational approach, emphasizing the wide range of ages and interests that come together at the Y.

The program even featured a special bonding moment for one family, when Phoebe Nyren shared the runway with her 26-year-old granddaughter Claire Neptune. Nyren appeared in a sophisticated black dress and white jacket, while Neptune wore a more casual style with a gray suede jacket and on-trend open toed booties.

"The event was so much fun and something the YMCA has never done," noted Neptune. "I am humbled that they asked me and my grandmother to walk down the runway together. I will never forget this experience!"

Phoebe Nyren shared in her granddaughter's enthusiasm. "The YMCA is doing amazing things for the community and supporting their fundraising efforts with my granddaughter beside me is a blessing," said Nyren, who got a laugh from the audience when she announced on the runway that she was

definitely buying her dress. "Bloomingdale's is an iconic name and to have it alongside the YMCA – Wow!"

Bloomingdale's Personal Shopper Vince Theodore coordinated the event with the Y's Development office and served as emcee of the show. "Bloomingdale's believes in supporting charitable organizations at the local level and we plan to make this an annual event with the North Suburban YMCA," said Theodore.

The August 25 event was coordinated with Bloomingdale's Annual Fashion Fundraiser. After the success of this inaugural evening, Y leaders hope to make it an annual occurrence, benefitting the thousands of YMCA participants who rely on financial assistance to reach their full potential each year.

"We are tremendously grateful to Bloomingdale's for their hospitality and generosity," noted Adrienne Wright, NSYMCA Director of Development. "This event brought together a wonderful assortment of people and supported essential Y programs that benefit our entire community. I think this will be an event that everyone will be very excited to attend for years to come."

For more information about supporting the North Suburban YMCA, contact Adrienne Wright at awright@nsymca.org.



Photo Caption: Carlie Matz of Arlington Heights models a glamorous evening gown in the North Suburban YMCA's fashion show fundraiser at Bloomingdale's Old Orchard on August 25.

About the [North Suburban YMCA](#)

The North Suburban YMCA serves 15 northern suburbs of Chicago, and for over 48 years has provided programs and services that address youth development, healthy living, and social responsibility every day. Working together for good is who we are: An association of people united in a common effort to help individuals become healthier, more connected, and confident. There is no other nonprofit quite like the Y: We have the national and local presence and partnerships to not just promise, but deliver,

positive change, making sure that everyone, regardless of age, income or background has the opportunity to learn, grow and thrive. For more information, visit NSYMCA.org.