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MEDIA RELEASE

Attention: Arts & Leisure/Arts & Entertainment/Foreign/Multicultural editors

For Immediate Release

ORAMA 2003 – a tribute to the past through the eyes of the future **Hellenic Heritage Foundation Fundraising Gala and Fashion Show**

TORONTO, May 20, 2003 – The **Hellenic Heritage Foundation**, a Toronto-based charitable organization established in 1996, raise money for various community projects focused on the preservation and advancement of Hellenic education, culture and heritage in Canada.

In December 2002, the Hellenic Heritage Foundation successfully fulfilled its first major pledge, to raise \$2 million to establish Toronto's first permanent Chair in Hellenic Studies at York University, a program that has already seen a higher than expected enrollment. The Hellenic Heritage Foundation has since moved on to their next major fundraising project, raising \$1 million to build a new Centre for the Performing Arts in Toronto.

The first main fundraising effort toward the new Centre for the Performing Arts is a **Gala and Fashion Show** scheduled for **Saturday, May 31st** at the **Grand Baccus Banquet and Conference Centre** at 2155 McNicoll Avenue in **Markham, ON**. Silent Auction and Reception opens at 6:00pm, followed by Dinner and Entertainment at 7:30pm.

The evening boasts a fabulous Silent Auction, a chance to win a trip for two to Las Vegas, and of course the main entertainment, which will begin with a piece by the Greek Community of Metropolitan Toronto Dance-Theatre Group *Nefeli*, scripted and directed especially for *ORAMA 2003*. The highlight of the evening will be a Fashion Show showcasing both Greek and Canadian designers, carefully entwining the two cultures into a 45-minute show of spectacular presence, directed by Erika Larva, Monarch Events Group Inc.

The featured designers are:

Aquarius Men's Wear – Virgo Woman; Freak Designs; Jodi; Lucian Matis; Mandeio; Marc Peros; Pat McDonagh; Stephen Caras; Swarovski Crystal; Town Shoes and Vintage Couture.

The evening's musical entertainment is provided by York University's Music Department, Constantine J. Fanaras and Dr. Draw.

ORAMA 2003 is the Hellenic Heritage Foundation's 6th Annual Fundraising Gala, attracting over 500 guests yearly and raising more than \$100,000 towards the organization's various community projects and the event organizers are proud to announce that all proceeds raised this evening are allocated to establishing a new Centre for the Performing Arts in Toronto.

The Hellenic Heritage Foundation Gala, *ORAMA 2003* is an ideal venue to make new business contacts while increasing your philanthropic efforts within the community. As the Hellenic Heritage Foundation is a charitable organization, tax receipts are issued for the eligible part of each ticket.

Tickets are almost sold out. Limited sponsorship opportunities are also still available. Don't miss out on this fabulous event. Order your tickets and sponsorships today!

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For more information or to reserve tickets, please contact:

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