

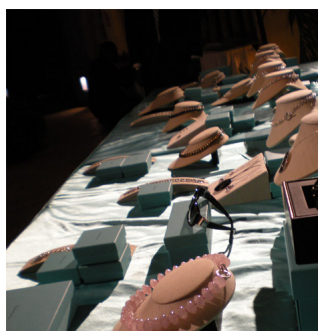
Glamour for Good

Written by Written by Caroline Austerman

The dazzling overflow of blue Tiffany jewelry boxes and the bold, African-inspired patterns of ESCADA couture impressed the numerous socialites at the Magical Splendor for Life in the Dominican Republic to benefit Fundacion MIR (Mission International Rescues). More than 300 prominent philanthropists from Florida, Europe, Scottsdale and elsewhere flocked to the tropics to attend the 18th annual Magical Splendor for Life fashion show and gala presented by Tiffany, ESCADA and American Airlines from March 13 to the 15.



Fundacion MIR (Mission International Rescues) was founded in 1998 and strives to bring awareness to the tragedies affecting Dominican children today. The organization has many programs including a vocational school for girls, an orphanage and an AIDS clinic. The money raised from the Magical Splendor for Life event allows children the opportunity to go to school and have a positive future.



"The Party of the Year," as it is affectionately titled, featured a dinner and Spring 2009 ESCADA Runway Show. Tiffany presented its "Mystery Blue Boxes," which allow a buyer the opportunity to purchase a \$300 box, not knowing what is inside, until later. The prizes range from bracelets valued at \$200 to watches worth \$2,500. "All of the proceeds go directly to MIR," explained Henry Gonzalez, Director of the Miami Tiffany stores.

"MIR has been blessed to have some of the most noted names in fashion design support its endeavors over the years, including: Dominican native Oscar de la Renta, Carolina Herrera, Bagley Mischka, Angel Sanchez, Sylvia Tcherassi, Francesca Miranda, Carlos Miele, & ESCADA," explained Anna Alba, a representative of MIR.



The guests dined on an exclusive dinner catered by The Beach Club by Le Cirque in New York, while sipping on drinks provided by Bacardi, also a sponsor.

The benefit took place at Casa de Campo, a tropical, luxury resort located on the eastern region of the Dominican Republic. Casa de Campo has been a choice vacation spot for many of the world's elite including Beyoncé, Elizabeth Taylor, Sammy Sosa, former presidents Bill Clinton, George Bush, and George W. Bush, to name a few.

For more information on MIR, visit www.fundacionmir.org.