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*****Media Alert*****

October 14, 2010

Who: *JONES* Magazine, Funkshion, and Juwan and Jenine Howard of the NBA's Miami HEAT.

What: The nation's fashion guide, *JONES* Magazine presents Meet Me In Miami, and partners with The NBA's 2010 Community Assist Award Winner, Juwan Howard, and his wife Jenine Howard of The Juice Foundation to host her foundation's 1st Annual Fashion For A Cause; A Kid's Fashion Show. The show features fashions by Bonpoint and True Religion in a unique design setting created by award winning celebrity interior designer, Tessi Garcia. Invited guests include The Miami HEAT, Kelly Rowland and Keri Hilson among many others.

Guests will enjoy the signature delicacies of Celebrity Chef Jason Ellis from T.V's Hell's Kitchen; a fabulous fashion show and performance, as well as discover and indulge in organic food booths, plus fun and games for the kids. Proceeds from the event will go to the Sylvester Comprehensive Cancer Center at the University of Miami Miller School of Medicine and The Juice Foundation.

"I'm really excited about Fashion For A Cause! We've teamed up with the Sylvester Comprehensive Cancer Center, and kids from the center, along with Miami HEAT kids will be walking the runway! Several months ago when my brother-in-law, Juice went to the doctor for a routine checkup; he was diagnosed with stage four cancer, given a month to live and given no options for treatment. Every cancer center told him that he was too weak to receive treatment. Frantically, I began researching alternative programs that could help. He enrolled and received alternative cutting edge treatment, accompanied with an organic based diet. Guess what, he's still here!!! The Juice Foundation raises awareness and funds for individuals who seek alternative healing for cancer. The foundation aids individuals, like my brother-in-law, who have no other options. It also aids those who would like to compliment traditional treatment with alternative treatment, as well as those who would like to seek alternative treatment solely. Our hope is that through Juice events and forums, numerous individuals will understand the importance of a healthy lifestyle, because being nutritious and active can improve cancer survival as well as be a preventative for so many diseases, including cancer." –Jenine Howard

About Juice: The Juice Foundation pinpoints a healthy lifestyle as the essential key to the preventative effect of cancer and improving cancer survival. The JUICE Foundation strives to make a difference in the lives of ALL individuals affected by cancer.

About Jones: *JONES* magazine serves as the premier shopping and lifestyle resource for multicultural women. *JONES* is the go-to guide for a sophisticated consumer in print and online. It all boils down to access. *JONES* gives their audience access to the information and resources they crave within the media vehicles they desire.

We need your help! Show your support by purchasing a ticket at minoritytravelgroup.com or call 1-800-608-1140.

Where: The Bass Museum
2121 Park Avenue
Miami Beach, Florida 33139

When: October 23, 2010
5:00p.m. - 8:00 p.m.