

A N N H I L L  
COMMUNICATIONS

*Branding Marketing Interactive Design Public Relations*

DUXIANA  
Luxury Nights

Media Placement Report

# Benefit Trunk Show PR Campaign

## **Introduction**

DUXIANA San Rafael hosted a benefit event January 27, 2007. The event featured world renowned designer Christian Fischacher, showcasing the newest and latest trends in linens. DUXIANA donated 25% of the proceeds to Zero Breast Cancer, a research organization based in Marin.

# Benefit Trunk Show PR Campaign

## **PR Strategy**

To maximize the success of the event, and to generate additional PR for DUXIANA San Rafael, Ann Hill Communications provided the following services:

- **Press Release**
- **Media List**
- **Media Coordination**
- **Press and Industry Attendance Coordination**
- **Web Calendar Posting**

# Benefit Trunk Show PR Campaign

## **Press Release**

Ann Hill Communications drafted a press release and fact sheet promoting the DUXIANA benefit event. Several interviews were conducted with designated sources, including the store manager, to assemble appropriate information for the release.

# Benefit Trunk Show PR Campaign

## **Media List**

The media list included appropriate contact information for specific editors, reporters and writers for a variety of local media for San Rafael.

# Benefit Trunk Show PR Campaign

## **Press and Industry Attendance Coordination**

Photo and media opportunity information sheets were sent to reporters following the press release. Personal media and industry invites were also made by phone, fax and email.

# Benefit Trunk Show PR Campaign

## **Web Calendar Posting**

Calendar listings for online community events calendars were coordinated and then scanned for placement.



# Marin Independent Journal, Saturday January 20, 2007

## "Benefit Bedding"



D6 • Saturday, January 20, 2007

### HOME & GARDEN

www.marinij.com

## FINE LIVING: Trunk show benefits Zero Breast Cancer

From page D1

Yves Behar, who drinks from a set of cups he found at a flea market, and tile retailer Ann Sacks, who used Heath tiles in her home kitchen.

The book also introduces Catherine Bailey and her husband Robin Petravic, who bought Heath Ceramics in 2003 after Brian died in 2001 and before Edith died in 2005. They have a strong desire to preserve the "soul" of Heath as they shepherd it into the future.

The two design consultants were looking for another way to work — beyond the corporate box — when they came upon the Sausalito factory. The holistic approach of creating a product from its design inception to manufacturing and marketing it in one location appealed to them although it didn't make sense to their business-oriented friends.

"People thought we were crazy because, for most people with a MBA, the idea of success is to find something that you can sell quickly, reap huge profits and buy something else," Bailey says. "Our goal is to reach a good size so that we, and the people who work for us, can make good salaries and to keep the business local."

That's an important point for the couple who don't want to produce ware offshore. "We want to prove that it's possible and important to continue to



Provided by Renée Zellweger

**TURQUOISE:** New colors in the Coupe line from Heath Ceramics.

make craft in your community," she says. "We're not trying to be huge. We want to make things we love and, if we do it well enough, people will buy it. We also want to make Heath a destination because we know if people understand what we're doing here, they'll support us."

Those who have appreciated Heath ceramics over the years admire it for its simple form, earthy colors, well-proportioned heft, functionality and affordability. Its legacy is enduring, but because it's in constant production, the collectibility factor is hard to determine.

"The shapes haven't changed much but the colors have," Bailey says, "and so the earlier colors and the colors like pumpkin and sea-and-sand that people especially love, and anything that is discontinued or hand-thrown by Edith are quite valuable."

The hardest pieces to find might be the old casserole dishes with "wing" handles, but most certainly the oil-and-vinegar sets



Provided by Christian Fischbacher

**PAMPER:** Luxury linens by Swiss textile designer Christian Fischbacher will be on sale at Duxiana's in San Rafael to benefit breast cancer research.

and the butter dishes. "Those were only made for a short time and you hardly ever see them," she says.

Today, there are the three original dinnerware lines, minus the discontinued Sausalito line, as well as the just-introduced Chez Panisse line. Dinnerware comes in 20 glazes, and the custom tile designs can be finished in 85 glazes. The products are available directly through the factory or through limited retail outlets with new tile designs and a new tile concept coming out soon.

An exhibit of early and current tableware and tile along with hand-thrown items from Edith Heath will be on display at the Sonoma County Museum at 425 Seventh St. in Santa Rosa through April 15. Admission

is \$5. A reception is from 4 to 6 p.m. today and a lecture will take place at 6 p.m. Feb. 15. For more information and reservations, call 707-579-1500 extension 13 or visit [www.sonomacountymuseum.org](http://www.sonomacountymuseum.org).

A book-signing will take place at the Heath Ceramics factory at 400 Gate 5 Road in Sausalito from 6:30 to 8 p.m. Jan. 26. For details, call 332-3732 or visit [www.heathceramics.com](http://www.heathceramics.com).

### Benefit bedding

Guests at Luxury Nights at Duxiana in San Rafael will be among the first in the United States to see the new spring 2007 bedding collection by Christian Fischbacher, the venerable 200-year-old Swiss linen company. The trunk show is a benefit eve-



**ARTISAN:** Jennifer Griffin, who made them and offers them at her Inverness store, F

ning for Zero Breast Cancer.

The collection will have just debuted the week before at the big Frankfurt, Germany Heimtextil show the week before. "It's the birthplace of fabrics, where all the new fabric trends start," says Duxiana's Mark Wilson. "Quite often, these fabrics don't show up in the marketplace until a year or a year-and-a-half later. This is a sneak peek."

Twenty-five percent of all purchases from the existing Fischbacher bedding lines or the new lines will go to Zero Breast Cancer. "There's everything from traditional elegant to super modern with a wide range of colors," he says.

The trunk show is from 4 to 7:30 p.m. Jan. 27 at 901 A St. in San Rafael. For more information, call 459-0365 or visit [www.duxbed.com](http://www.duxbed.com).

# Marin Scope Newspapers, January 23, 2007

## "Fighting Breast Cancer with Style"



### COMMUNITY NEWS

MARIN SCOPE, MILL VALLEY HERALD

## Fighting breast cancer with style

Chris Rooney

MarinScope Newspapers

For Sharyn Johnson, the question wasn't whether or not to help a local nonprofit agency in its fight against breast cancer. The question was just how to go about doing it.

Johnson's store, Duxiana of San Rafael, will hold a Sat., Jan. 27, trunk sale that will premiere some fabrics and patterns that have not yet been introduced even to industry insiders. The day's sales, at least 25 percent of the totals, will benefit Zero Breast Cancer.

"We could write them a check," said Mark Wilson of Duxiana. "But we could also have a party to benefit them and involve the whole community."

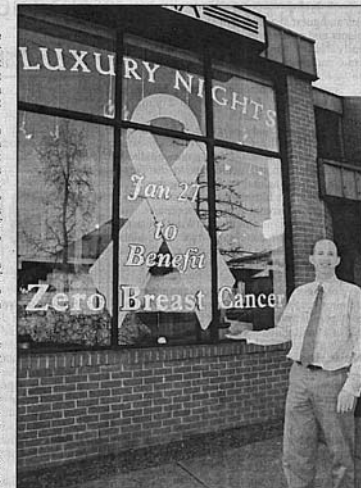
The luxury bedding store is tapping into Marin's many homeowners and decorating enthusiasts to help support Zero Breast Cancer. The reward for designers and decorators is a glimpse at some of the newest styles.

The Luxury Nights benefit event will showcase Dux beds dressed in the latest textiles and patterns from the Swiss textile designer Christian Fischbacher. Guests will be among the first in the U.S. to view Fischbacher's spring 2007 collection directly from the world-acclaimed Heimtextil show, which was held Jan. 10-13 in Frankfurt, Germany. The Fischbacher legacy dates back to the early 1800s, when it was founded in St. Gallen, Switzerland, and its headquarters are still located in the traditional Swiss textile city.

"A lot of these things don't even hit the market until a year after they're shown," said Wilson, adding that the vendor will be unveiling some items not even produced yet but still in the sketch phase. For anyone with an interest in decor, he said, the event will prove to be a preview of what next year's fashions will look like.

"Nobody wants to invest in a style that's just about to go away," Wilson said. "This is a chance to be ahead of the game, to see some trendy styles."

But Luxury Nights isn't just about the fabrics. For Johnson, who has owned the Duxiana store since 1991, it's another way to reach out to the community. She's already volunteered and this is a chance to allow her business



Mark Wilson of Duxiana prepares for a breast cancer fundraiser to be held this weekend. photo by Private

to lend a hand too.

"This benefit is a wonderful opportunity to help support breast cancer research in our community. Almost everyone knows someone who has been affected by breast cancer," said Johnson in a press statement. "It is a great way to help women, while also getting a preview of the best dressed beds for 2007."

Wilson echoed her sentiments. "Everybody in Marin County knows someone who is dealing with it, has passed away from it or has kicked it," he said of breast cancer's local impact, where the rate is higher than in most parts of the nation. "We're all acutely aware of it."

Marin County's average annual incidence rates of breast cancer continue to be 18 percent higher than the nation's average. Zero Breast Cancer is a nonprofit organization that participates in community-based research projects that investigate possible environmental factors that influence breast cancer in Marin.

"We are very grateful to Duxiana for holding this event to support breast cancer research in Marin,"

said Sharon Doyle, development director of Zero Breast Cancer, who will be attending the event along with other board members. "The benefit event is a community call to action about finding preventable causes of breast cancer and protecting future generations to make zero breast cancer a reality."

In addition to the trunk show, highlights of the event include live performances from Marin's Golden Gate Opera, hors d'oeuvres and a raffle offering a weekend stay at the Heritage House in Mendocino.

Neighboring Izette Salon will also be open to guests, who are invited to mingle with Izette stylists while enjoying hors d'oeuvres in the salon. Owner Faye Izette will raffish a salon treatment package to help support the event.

The Duxiana San Rafael store is located at 901 A St. "Luxury Nights" takes place Jan. 27, from 4 to 7:30 p.m. (or later if there's still a crowd). Admission is free, and 25 percent of linen sales from the event will be donated to Zero Breast Cancer in Marin. For more information call 459-0365.

# IJ Weekend, January 18 and 25, 2007 "Luxury Nights"



From page 24

## **BENEFITS MARIN**

**CIOPPINO ITALIAN DINNER** — 5:30 p.m. Jan. 20. Marin Symphony League hosts this tasty event at the Sleepy Hollow Club House at 1317 Butterfield Road in San Anselmo. \$40 to benefit the Marin Symphony. Call 898-0416.

**CRAB FEED** — 6 p.m. Jan. 27. The Marin League of the San Francisco Symphony hosts a Dungeness crab dinner at the Belvedere Community Center at 450 San Rafael Ave. in Belvedere. Green salad, pasta, bread and dessert join crab on the menu. \$45 to benefit the symphony's education and community programs. Call 380-4333.

**LUXURY NIGHTS** — 4 to 7:30 p.m. Jan. 27. Duxiana San Rafael hosts a benefit trunk show featuring designer bed linens to support Marin's Zero Breast Cancer organization at 901 A St. in San Rafael. Performers from Golden Gate Opera will entertain and refreshments will be served. Free; 25 percent of the profits will be donated to ZBC. Call 459-0365.

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**MAGICAL HAPPENINGS** — Magician and comedian Jay Alexander takes the stage at 3 p.m. Jan. 28 at the Showcase Theater in a benefit for Hamilton Elementary School. Guests include musician Dick Bright and comedians SuperGiGi and Big Al Catraz. Tickets are \$20 and are available by calling 499-6800 or going online to [www.ticketmaster.com](http://www.ticketmaster.com). The theater is at the Marin Center, 10 Avenue of the Flags in San Rafael. Visit [www.marincenter.org](http://www.marincenter.org) for more

Continued on page 30

Pacific Sun, January 26 – February 1,  
*Community Events*



**01/27: Fight Breast Cancer** Duxiana Bedding hosts a trunk show today to benefit the efforts of the Zero Breast Cancer organization. Hors d'oeuvres, a raffle and live music by the Golden Gate Opera company add to the festivities. 4-7:30pm at 901 A Street, San Rafael. Info: 459-0365.



## **1/27: DUXIANA San Rafael holds trunk show to benefit Zero Breast Cancer**

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Reply to: [kristina@ahcommunications.com](mailto:kristina@ahcommunications.com)

Date: 2007-01-18, 3:10PM PST

DUXIANA San Rafael, luxury bedding retailer located at 901 A Street in San Rafael, is hosting a breast cancer benefit trunk show on January 27 from 4:00 pm to 7:30 pm. Admission is free, and 25% of linen sales from the event will be donated to Zero Breast Cancer in Marin, helping the fight against breast cancer in the community. Bed linens from world-renowned Swiss textile designer Christian Fischbacher will be on display along with DUX's latest innovation, the DUX 8888—the only bed in the world that offers adjustable lumbar support. For more information call DUXIANA San Rafael, 415-459-0365.

Location: 901 A Street, San Rafael

it's ok to contact this poster with services or other commercial interests

Posting ID: 264774738

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www.marin.org

MARIN COUNTY, CALIFORNIA

HOME SITE MAP FAQs CONTACT US

About Marin County Community Resources Community Calendar Members

JANUARY						
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- The Week Ahead
- The Month Ahead
- Happening in Marin
- Holiday Events in Marin - Halloween to New Year's
- Add an Event
- Search the Calendar

FEBRUARY						
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SITE DESIGN AND

**Marin Community Events — Saturday Jan 27, 2007**


- Winter Birdwatching Walk at Las Gallinas  
9:00 AM to Noon  
Las Gallinas (San Rafael)
- Bay Area Environmental Education Fair  
10:00 AM to 4:00 PM  
Marin Center Exhibit Hall (San Rafael)
- Computer and Electronics Recycling  
10:00 AM to 2:00 PM  
Elephant Pharm (San Rafael)
- Historic Marinship Walking Tour  
Noon to 1:30 PM  
Bay Model Visitor Center (Sausalito)
- Fairfax Blood Drive  
Noon to 4:00 PM  
Fairfax Library parking lot
- Eating Wisely For Hormonal Balance: A Woman's Guide to Good Health  
1:00 PM to 2:30 PM  
Elephant Pharm (San Rafael)
- DUXIANA San Rafael holds Luxury Nights Benefit to help fight Breast Cancer in Marin  
4:00 PM to 7:30 PM  
Duxiana (San Rafael)
- Geno Delafosse & French Rockin' Boogie  
8:00 PM

www.marin.org

**DUXIANA San Rafael holds Luxury Nights Benefit to help fight Breast Cancer in Marin**

- Date:** 01/27/07
- Time:** 4:00 PM to 7:30 PM
- Description:** DUXIANA San Rafael, luxury bedding retailer located at 901 A Street in San Rafael, is hosting a breast cancer benefit trunk show on January 27 from 4:00 pm to 7:30 pm. Admission is free, and 25% of linen sales from the event will be donated to Zero Breast Cancer in Marin, helping the fight against breast cancer in the community. Bed linens from world-renowned Swiss textile designer Christian Fischbacher will be on display along with DUX's latest innovation, the DUX 8888—the only bed in the world that offers adjustable lumbar support. For more information call DUXIANA San Rafael, 415-459-0365.
- Location:** Duxiana  
901 A Street , San Rafael
- Cost:** free
- Sponsor:** DUXIANA San Rafael


# KGO 810 AM Website



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**THE AFTERNOON NEWS**  
4:00PM - 7:00PM  
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**GENE BURNS**  
7:00PM - 10:00PM

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[abc NEWS](#) [ps in Iraq](#) ['Grey's Anatomy' Star Apologizes for](#)

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**Please do not** send information about for-profit events, class reunions, political functions, rallies or demonstrations (the latter three should be sent to the newsroom).


Please try and submit your event at least 3 weeks in advance of your event's date.

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14	15	16	17	<b>18</b>	19	20
21	22	23	24	25	26	27
28	29	30	31			

[Add an Event...](#)
[All January Events](#)





**Toyota 101**



**Saturday, January 27, 2007**

**DUXIANA SAN RAFAEL HOLD LUXURY NIGHTS' BENEFIT TO HELP FIGHT BREAST CANCER IN MARIN 4 - 8:30 pm (Community)**  
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**Computer & Electronics Recycling 10 a.m. to 2 p.m. (Miscellaneous)**

# KRON 4 Website



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## Duxiana San Rafael Luxury Nights Benefit To Help Fight Breast Cancer In Marin

**Date** Saturday January 27, 2007

**Time** 4:00 pm - 7:30 pm

**Contact** 901 A Street in San Rafael  
(415) 491-5901

**Description** DUXIANA San Rafael, luxury bedding retailer located is hosting a breast cancer benefit trunk show. Admission is free, and 25% of linen sales from the event will be donated to Zero Breast Cancer in Marin, helping the fight against breast cancer in the community.

Bed linens from world-renowned Swiss textile designer Christian Fischbacher will be on display.

For more information call DUXIANA San Rafael, 415-459-0365.



## BENEFITS

### MARIN

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### SAN

## Pacific Sun Online



### **01/27: Fight Breast Cancer**

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