



FOR IMMEDIATE RELEASE

CONTACT:

Kaye Chase
941.917.1286
Kaye-chase@smh.com

SAKS FIFTH AVENUE SARASOTA
TEAMS UP WITH SARASOTA MEMORIAL HEALTHCARE FOUNDATION
FOR THE KEY TO THE CURE CHARITY SHOPPING WEEKEND

Sarasota – September 1, 2009 – To help raise both money and awareness for women’s cancers, **Saks Fifth Avenue Sarasota** will partner with **Sarasota Memorial Healthcare Foundation, Inc.** and host the **2009 KEY TO THE CURE**, a charity shopping weekend taking place October 15 through October 18. A percentage of the weekend’s sales will benefit Sarasota Memorial Healthcare Foundation, Inc. for women’s cancer programs at Sarasota Memorial Health Care System.

Nationwide, Saks stores, Saks Fifth Avenue OFF 5TH stores and saks.com will donate 2% of sales up to \$250,000 from the shopping weekend to local and national women’s cancer organizations and research centers. Additionally, Saks will make a donation of \$500,000 to The Breast Cancer Research Foundation®.

To launch this year’s event, Saks Fifth Avenue Sarasota will host a KEY TO THE CURE kickoff celebration on October 15, 2009, featuring its first “decorated” bra benefit. The bras, decorated by local artists and other community members, will be displayed and auctioned that evening. In addition to premier sponsors JCI Jones Chemicals, Inc. and the Jones Family Foundation, local event sponsors include the Amicus Foundation, Inc.; Marian Y. Goble; Christine Goodall; Dr. and Mrs. William J. Lahners; Dr. Charles and Lisa Loewe; SMH Radiology Associates, P.A.; SunTrust; Bibb and Pamela Swain; Kyla and Dave Weiner; and Williams, Parker, Harrison, Dietz & Getzen.

Saks will also offer a limited-edition KEY TO THE CURE T-shirt designed by **Michael Kors**, available beginning October 1 and retailing for \$40 in Saks stores, Saks Fifth Avenue OFF 5TH stores and on saks.com. Over 80% of the proceeds from each shirt sold will be donated to local charity partners.

Supermodel Heidi Klum is the 2009 Ambassador for Saks Fifth Avenue’s KEY TO THE CURE. In support of this program, Ms. Klum will appear in a national public service announcement (PSA) wearing the Michael Kors limited-edition T-shirt. The KEY TO THE CURE PSA will appear in major fashion and lifestyle magazines in September and October.

- more -

Co-chaired by Susan Jones, Sally Schule and Kyla Weiner, the bra benefit will be held at Saks Fifth Avenue at Westfield Southgate. Tickets are \$45 per person. Delectable dishes will be provided by Big Sugar; Cosimo’s; Fête Catering; Libby’s Café & Bar; Mattison’s; Michael’s On East; Milan

Catering; New York, New York Restaurant; and The Ritz-Carlton Members Club, Sarasota at food stations throughout the store. Signature cocktails and beverages will be donated by Gold Coast Eagle, Michael's On East, Roessler's Restaurant, and Stanley-Lambert Wines.

On Oct. 12 and 13, portrait photographer Andrea Hillebrand will hold a two-day photo session at Saks to benefit the cause. For information about these events, please contact Lisa Intagliata at 941.917.1286.

Saks Fifth Avenue initiated its charity shopping weekend in 1999. Since then, the company has donated over \$32 million to women's cancer research and treatment organizations throughout the United States. Organizations benefiting from these funds include: The Breast Cancer Research Foundation; Entertainment Industry Foundation's Women's Cancer Research Fund; Cleveland Clinic; Boston's Dana-Farber Cancer Institute; Nevada Cancer Institute and many others.

The Breast Cancer Research Foundation

The mission of The Breast Cancer Research Foundation® is to achieve prevention and a cure for breast cancer in our lifetime by providing critical funding for innovative clinical and translational research at leading medical centers worldwide, and increasing public awareness about good breast health. A minimum of 85 cents of every dollar goes to research and awareness programs.

www.bcrfcure.org

Michael Kors

Michael Kors is recognized as one of America's preeminent designers for luxury sportswear. His namesake company, established in 1981, currently produces a range of products through his Michael Kors Collection, KORS Michael Kors, MICHAEL Michael Kors labels, including women's & men's ready to wear, women's accessories, and a full line of fragrance and beauty products for both women and men.

About Saks Fifth Avenue

Saks Fifth Avenue, one of the world's pre-eminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and home furnishings, and the first-rate fashion expertise and exemplary client service of its Associates. Today, Saks operates 53 full-line stores in 25 states, 3 licensed stores in the Middle East and 1 licensed store in Mexico City, 48 Saks Fifth Avenue OFF 5TH stores and saks.com, the company's online store.

###