



**THE FLAWLESS FOUNDATION AND GRATITUDE DESIGNS CELEBRATE THE HOLIDAYS  
WITH 'AN EVENING OF GRATITUDE' COCKTAIL RECEPTION & CHARITY SHOPPING  
EVENT AT ZEROMINUSPLUS, FRED SEGAL IN SANTA MONICA**

***Special Guest Moby to attend Soul-by-the Sea After-Party  
Hosted by Debi Mae West and Vanessa Schreiber at 31ten Lounge***

***An Evening of Gratitude***

Thursday, December 8, 2011

ZeroMinusPlus

Fred Segal Santa Monica

500 Broadway, Santa Monica, CA 90401

6 pm– 9 pm

***Soul by the Sea After-Party***

Thursday, December 8, 2011

31ten Lounge

3110 Main St.

Santa Monica, CA

9pm – 1am

(December 2011 - Los Angeles, CA) Please join ZeroMinusPlus at Fred Segal Santa Monica on December 8, 2011, for an evening of gratitude honoring The Flawless Foundation, and featuring Gratitude Designs by Tara Dixon. This event promises to be the perfect opportunity to kick-start the holiday giving season.

The festivities will continue following the shopping event with *Soul by the Sea* After-Party hosted by Debi Mae West and Vanessa Schreiber featuring sounds by DJ Justin Paul (PEX/PLAYLOOP) and DJ SABO (SOL SELECTAS) at 31ten Lounge on Main St. in Santa Monica. Special guests include musician MOBY, actor Richard Schiff and Regena Thomashauer (Mama Gena).

An Evening of Gratitude shopping fete at ZeroMinusPlus features Gratitude Designs By Tara Dixon, a line of gift cards, Gratitude journals and a series of signed reproductions of the original Gratitude paintings by this Brooklyn-based artist. Gratitude Designs by Tara Dixon graciously gives back 5% of all profits to The Flawless Foundation. In addition, well-known retail entrepreneur Darrylynn Kaun, who is hosting the evening in her celebrated store ZeroMinusPlus at Fred Segal, will also be donating 10% of all sales for the evening. All donations up to 25 thousand dollars made to The Foundation will also be matched two-fold by Flawless Foundation board member & philanthropic activist, Robin Janis.

The Flawless Foundation creates and supports programs that advocate and improve the quality of care for children living with mental health and neuro-developmental challenges. As Flawless Foundation founder and Executive Director Janine Francolini states, "during this beautiful season of light we are pleased to have this opportunity to celebrate Flawless gratitude at Fred

Segal with Gratitude Designs by Tara Dixon. It is through all of this generous corporate support that we are able to continue illuminating some very dark parts of our society bringing the healing powers of love and light to our most vulnerable children.” The Flawless Foundation Host Committee for this event includes: Agapi Stassinopoulos, Heide Banks, Lisa Sharkey, Chevonne O’Shaughnessy, Brian Herskowitz and Gina Hecht, Debra Granfield and Michael Rich, Chris Burch, Regena Thomashauer, Sheila Kelley and Richard Schiff. Other supporters of the foundation include: the Honorable Patrick Kennedy, Dan Zanes, Darryl Strawberry, Curt & Shonda Schilling and Karenna Gore Schiff, among others.

*‘An Evening of Gratitude’* takes place Thursday, December 8<sup>th</sup> at ZeroMinusPlus located at Fred Segal Santa Monica, 500 Broadway, Santa Monica, CA 90401. Admission is free. To RSVP, please email [RSVP@FLAWLESSFOUNDATION.ORG](mailto:RSVP@FLAWLESSFOUNDATION.ORG) After-party immediately following at 31ten Lounge, 3110 Main St., Santa Monica CA. For press information, please contact Agnes Gomes-Koizumi at 323-937-5488 or via email at [agnes@agkmedia.com](mailto:agnes@agkmedia.com). For general inquires, or to find out more about the Flawless Foundation, please contact [JANINE@FLAWLESSFOUNDATION.ORG](mailto:JANINE@FLAWLESSFOUNDATION.ORG)

#### **ABOUT THE FLAWLESS FOUNDATION**

The Flawless Foundation takes a stand for children living with brain differences by promoting educated awareness of child mental health issues, advancing preventative psychiatric research and applying evidence-based, holistic treatment programs. Recently, the Flawless Foundation received the Excellence in Special Education Award by the National Association of Special Education. For additional information about the Flawless Foundation, please visit [www.flawlessfoundation.org](http://www.flawlessfoundation.org).

#### **ABOUT TARA DIXON**

Gratitude Designs by Tara Dixon is a company based on acknowledgement and gratitude. Tara Dixon is a painter from Brooklyn, NY who started a series of paintings in the Spring of 2010 with the words “thank you” inscribed into the final layer of wet paint. The colors she uses are vibrant jewel tones and the studies have an abstract landscape feel. Almost as if sky writing has taken place, the words “thank you” are etched into the top portion of the canvas. She sometimes uses collage elements such as shirting material and cloth calendar numbers along the horizon line. The paintings are meant to be reminders or mantras. The product line consists of reproductions of the original 12” x 12” canvases, greeting cards and gratitude journals. For additional information about Gratitude Designs, please visit [www.gratitudedesigns.com](http://www.gratitudedesigns.com).

####