

October 10, 2008

American Visionary
Arts Museum

Baltimore, MD



Steps
to the
Cure

Inaugural Ball

Hosted by: The Larry and Lori Lickstein Foundation



American Visionary Arts Museum | 800 Key Hwy | Baltimore, MD 21230
The Larry and Lori Lickstein Foundation | P.O. Box 631 | Riderwood, MD 21139

Steps to the Cure

the intersection of art, fashion & philanthropy

Shattering the image of a traditional fundraiser, this progressive, arts driven event benefits the distinct needs of Maryland breast cancer patients. **Maryland Affiliate of Susan G. Komen for the Cure®**, **Fuchsia Foundation**, **Kids Konnected**, and **The Red Devils** will be recognized to honor their missions to address often overlooked needs of breast cancer patients.

Join **The Larry and Lori Lickstein Foundation** for this provocative multi-sensory experience, both visceral and intellectual. Don your black tie and sneakers and hit the ground running to celebrate the true glamour and grit of survival at the inaugural **Steps to the Cure**.

Friday, October 10th, 2008
The American Visionary Arts Museum, Baltimore, Maryland

www.steps-to-the-cure.com



the evening

within the dramatic space and among
the progressive themes of visionary arts

on the runway

Breast cancer survivors will claim the catwalk, showcasing unique fashions created by designers hand-selected from the **Maryland Institute College of Art**.

on the mic

Maryland native **Christian Siriano**, winner of **Bravo TV's Project Runway** will be a celebrity guest for the evening. His cutting edge designs are developing a presence in modern American fashion and his cheeky, witty personality will be on display, narrating the evening runway event. Fierce!

on the auction floor

The **Ace of Cakes**, Duff Goldman, and each of the designers at **Charm City Cakes** will contribute artistic and edgy interpretations of the evening's shoe motif. **The Food Network** stars will create a total of eleven cakes for the evening: original confectionary art for your bid. To tempt local fashionistas an original Christian Siriano design will be on the auction block as well.

on the palate

A unique selection of inspired cocktails, fabulous appetizers, and an artful dining experience by Sascha's, one of Baltimore's most inspiring caterers.

on the go

Guests will return home with an artisan crafted "shoebox" brimming with high end schwag and goodies to pamper all the senses.

sponsorship

from flats to high heels

\$1,000	Fuzzy Slippers
2,500	Flip Flops & Sandals
5,000	Moccasins & Mules
10,000	Sling-Backs & Slides
25,000	Peep-Toes & Patent Leather
50,000	Presenting Sponsor

Corporate sponsors will be thanked with prominent inclusion in the PR campaign, a feature on the event web page, banner displays and programs at the event, and inclusion in the press releases to follow. Please see our website for specific details on each sponsorship level. Two VIP tickets will be rewarded for the Moccasins & Mules level, four for the Sling-Backs and Slides level, six for the Peep-Toes & Patent Leather level, and ten VIP ticket will be awarded to our presenting sponsor. The Larry and Lori Lickstein Foundation is recognized as a 501(c)3 non-profit organization, and sponsorship of the event can be considered a tax deductible charitable donation.



the event

uniquely designed to meet local needs

The **Steps to the Cure** is a truly local event, driven by the specific needs of the Maryland breast cancer patient, and visualized by the surrounding community of artists, entrepreneurs, and philanthropists called together by **The Larry and Lori Lickstein Foundation**.

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Baltimore, with its long and rich philanthropic history – and breast cancer mortality rate that exceeds the national average – doesn't need “just another charitable event” on the social calendar. It needs to rally its resources, and revamp its vision of what is possible in a single, dynamic evening.

The Foundation – started by a local plastic surgeon and his wife – hopes you are intrigued by this vision of a provocative and imaginative event, and excited by our pledge that this event will be different! Embrace the **Steps to the Cure** by becoming a sponsor or guest, and we look forward to seeing you in October, whether in high tops or heels.

to attend

the inaugural evening

Tickets to attend the **Steps to the Cure** are available through mail or on our website. A portion of the ticket price can be considered a tax deductible charitable donation.

The Larry and Lori Lickstein Foundation
P.O. Box 631
Riderwood, Maryland 21139-0631
410 | 818 - 4252

www.stepstothecure.com



advisory board

**Dr. and Mrs. Larry H.
Lickstein (co-chairs)**

Mrs. Tami Askenas

Mrs. Martine Dennis

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Ms. Wendy Ingram

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Ms. Rosemary Tarcza

from the vision to the event

Plastic Surgeon, The Cosmetic Surgery Center of Maryland

Educator

Educator

Chief Executive Officer and Managing Partner, The Hestia Group

Manager of Marketing and Promotions, b Free Daily

Project Manager, European Landscape and Design

Medical Director, Cancer Institute at St. Joseph Medical Center

Entrepreneur, Bare Necessities

Artist; Faculty, Maryland Institute College of Art

RN, Sandra and Malcolm Berman Comprehensive Breast Care Center, Greater Baltimore Medical Center

Former Punter and Superbowl Champion, Baltimore Ravens

Director, Sandra and Malcolm Berman Comprehensive Breast Care Center, Greater Baltimore Medical Center

Graphic Designer

