

Runway to Hope Spring Fashion Soirée

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Josie Nejame, Giuliana & Bill Rancic, and Mark Nejame

> There is nothing more rewarding than giving back, to change someone's life forever. Being given the opportunity to make a positive impact on a person's life is a gift that can spread like a wildfire. When it comes to sharing your passion with a community of individuals to make a difference, two people come to mind, Mark and Josie Nejame. From the start of their non-profit organization to benefit pediatric cancer, Runway to Hope has once again brought together a community of individuals to celebrate, support, and express their deepest love for the most incredible, strong, and admirable children.

From the moment Mark and Josie looked into the eyes of their two beautiful daughters after they were born, a feeling of warmth and blessings filled their hearts knowing they were given a precious gift of



healthy children. It was from that moment on that Mark and Josie, previously influenced by various life events, decided to start their own non-profit organization to support children born with life threatening illnesses and to benefit pediatric cancer research. As Neiman Marcus and the Mall at Millenia opened their doors to Runway to Hope's event on March 20, 2011, a proud participation of both Florida Hospital for Children and Arnold Palmer Hospital achieved everything and more that it was set out to do; create a magical night for the children. Celebrity guest couple, Bill and Giuliana Rancic, hosted the Runway to Hope Spring Fashion Soiree. Beginning the night at 6:00 pm, Neiman Marcus hosted a very exclusive reception catered by the Waldorf Astoria for VIP ticket holders. As the crowd grew and the evening festivities for all tickets holders began at 7:00 pm, a cocktail party and Orlando's finest local restaurants catering samples of their best cuisine was offered for all the guests to enjoy. Aside from the food, silent auctions and fashion, the true magic happened right on the runway.

A sparkle that brightened the runway is what every attendee saw in the eyes of ev-

ery child as they glided down escorted by a local celebrity. Being given their moment to shine, 30 courageous children between the ages of 2 to 18 that have been affected by cancer modeled trendy clothes, had their hair styled, and make up done to make them feel like the superstars they really are. With the help from dozens of national and local celebrities, the one thing that shined through everything these children have been through is their illuminating spirits. Proceeds from this event were given to clinical trials, research, technology, and family assistance for pediatric cancer at both Florida Hospital and Arnold Palmer Hospital.

With the support from these two incredible pediatric hospitals, representatives from media outlets, the families of the children, and all the work put in from Mark and Josie, the Runway to Hope Fashion Soiree was certainly a gratifying experience. Acting upon an opportunity to create an experience that will forever stay with these remarkable children is an honorable and selfless act that Mark, Josie, and the team that contributed to making this event happen should be very proud of. <