

Strangers in The Night

Nicky B

RUNSWICK BLVD.
514-422-1111



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For Immediate Release

Nicky B and Strangers in the Night First Charity Event

MONTREAL, July 1, 2008—Nicky B, a teen division under the Point Zero banner, teamed up with Stranger's in the Night, a fundraiser charity event for the Starlight Starbright Children's Foundation. The event was held in Montreal on June 28, 2008 under massive tents outside of the restaurant lounge, The Firm, in Dollard Des Ormeaux.

Throughout the evening, fifty waitresses wore little black Nicky B dresses as they served over 1,000 prominent guests. This event consisted of 50 top Montreal restaurant stations for complimentary eating, live entertainment with local celebrities and a live broadcast on Q92/940MTL radio station. The event raised approximately \$70,000 solely from tickets sold for the evening and another \$50,000 from a live auction, raffle and additional donations.

The teen line Nicky B is designed for the trendy and funky customer, appealing to a more youthful market. This event was great exposure and an opportunity for the brand to shine. Not only did the event create a buzz for Nicky B and help promote the brand, but they were able to associate their name with a well known charity. Starlight Starbright Children's Foundation Canada was formed in 1989 and is part of an international non-profit organization dedicated to brightening the lives of seriously ill children and their families. Over 5,000 Quebec children are touched by a Starlight program each and every month! By having this exposure, it no doubt created excitement for the brand.

Founded in 1979, Point Zero was born in the heart of Montreal's garment district and has grown to become the number one Canadian brand name and the largest Canadian producer of sportswear for men, women and children. With new licensees being added to the collection on a consistent basis, Point Zero has grown to become a lifestyle brand. Having a top-notch design and production team with the talent to create trendy garments with exceptional quality sold at affordable prices, Point Zero has the ability to offer *Luxury for Everyone*.

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