

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 63 YEARS

\$2.95 VOLUME 63, NUMBER 26 JUNE 22-28, 2007

## EVENTS

### Ball Rocks City of Hope

**Who:** The Apparel Industries Group of the City of Hope National Medical Center and the Beckman Research Institute

**What:** Annual Spirit of Life Gala honoring Rock & Republic's Michael Ball

**Where:** The Beverly Wilshire Hotel, Beverly Hills

**When:** June 9

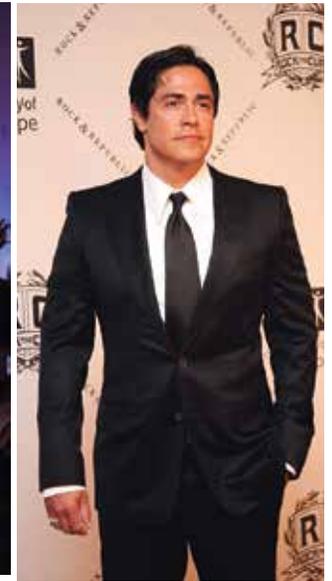
**The scene:** A self-professed entertainer, Rock & Republic Chief and "Spirit of Life" honoree Michael Ball brought a little rock 'n' roll to the City of Hope gala, hosted by the Apparel Industries Group and its president, attorney Crystal Zarpas of Mann & Zarpas LLP. Ball and his Rock & Republic crew transformed the Beverly Wilshire ballroom into an all-white amphitheater with white tablecloths and centerpieces, lucite chairs and fabric-draped chandeliers. A sold-out crowd of 550 enjoyed the evening's festivities, which included a video explaining City of Hope's latest developments in cancer research; a live auction, which included a romantic date with Ball; and a performance by Grammy Award-winner John Legend. The evening brought in a record amount to benefit the Duarte, Calif.-based research and treatment center. City of Hope's Cynthia Savage said: "This was a kick-off event for a year-long cause-related marketing campaign. The event itself brought in more than a million dollars."

"The evening is about entertaining people, but it is also about educating them about City of Hope and motivating them to contribute and participate," Ball said. "I just wanted to infuse some of Rock & Republic's edgy aesthetic and put our mark on the evening."

In 2007, Ball created **Rock the Cure**, a division of Rock & Republic that donates 100 percent of its profits to charity. Consisting of brand-



John Legend performing with an appreciative audience



**MAN OF THE HOUR:** Michael Ball, "Spirit of Life" honoree and chief of Rock & Republic, raised more than \$1 million for City of Hope.

ed T-shirts and Rock & Republic's signature sexy premium denim, Rock the Cure's profits will be donated to City of Hope until June 2008. Ball expects to raise up to \$5 million for City of Hope. So far,

Rock the Cure's sales have topped \$1 million, Savage said.

A video produced by Rock the Cure featured City of Hope's Dr. Michael Jensen explaining how researchers have been able to cure cancer in mice without any side effects by reprogramming

the body's own white blood cells to fight the disease. Motivated by the video, attendees bid on everything from a racing bicycle to tickets for the **Tony Award**-winning musical "Wicked." Ball himself got in on the act, winning several auctions after bidding wars with well-wishers.

Rock & Republic President Andrea Bernholtz presented Ball with the "Spirit of Life" award, calling him the most unlikely mentor. "If I had a heart, I'd cry," she laughed.

—Erin Barajas