

**For Immediate Release**

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**VP EVENTS, INC. FUNDRAISER NAMED  
BEST PARTY OF THE YEAR FOR 2006**

***VP Events, Inc. designed and produced a fundraiser for the United Way of Santa Barbara County. The Red Feather Ball, themed la cirque du bal de la plum rouge, was held at Bacara Resort and Spa on October 14, 2006.***

**Santa Barbara, CA - (February 1, 2007)** – When first approached by the United Way of Santa Barbara, the team at VP Events, Inc. was more than eager to get involved in such a great project. The Annual Red Feather Ball is designed to raise money for the United Way’s summer learning camp, Fun In The Sun, which assists Santa Barbara’s homeless and at-risk children.

The goal this year was to turn the event into the “it” party of the year. “From the beginning we knew that 2006 was the year to reinvent the Red Feather Ball,” said Mary Litzsinger, President and CEO of VP Events, Inc. Early in the promotion of the event, organizers promised the community that the Red Feather Ball would be “over the top”, and according to the Montecito Journal, attendees were not disappointed! A review of 900 fundraising events was conducted to showcase the honor roll of galas and the Red Feather Ball won top honors as “Best Party of the Year”! According to the article, Santa Barbara hosts the greatest number of fundraisers per capita, and donates the most money per capita to charities. This makes the honor even more incredible!

The overall vision for the event was created by Karey Williams, Event Manager. From a design perspective, creating a visual element incorporating the “red feather” was an integral component. All of the visual pieces were custom designed for the event by VP Events, Inc. As guests arrived at the registration desk; eight foot tall, white, spandex wrapped, illuminated columns capped with red feathers provided the entrance to the Bacara ballroom foyer. Inside the foyer, the VIP reception was centered with cocktail tables adorned with smaller red feather pieces, set upon black satin linens. As guests stepped into the ballroom, extensive areas of red satin fabric were draped to create a series of vignettes which would provide the backdrop for the entertainment stages. Three, black round, stages were strategically placed in the ballroom. These housed the magnificent entertainment for the evening showcased by a wonderfully orchestrated tribute medley, “Philanthropy: The Musical” which saluted a Decade of Recipients of the Abercrombie Awards for Community Excellence. In addition, a troupe of cirque performers entertained the audience with a German Wheel exhibition, hand to hand balancing act, and a silk chiffon aerialist who dropped from the Bacara ballroom ceiling to the delight of the guests! Each of the dining tables was centered with an illuminated column, with a head dress of red feathers all pin-spotted to add increased drama and excitement to the ballroom!

**About VP Events, Inc.:**

Founded in 1994, VP Events, Inc. is a full-service event design and production firm specializing in a broad range of entertainment, corporate and private events. For almost fourteen years, VP Events, Inc. has provided its clients award winning event production from initial conception to creation. For more information on VP Events, Inc., please contact 805 492 2114 or visit our website at [www.vpevents.com](http://www.vpevents.com).