

FOR IMMEDIATE RELEASE

westedge DESIGN FAIR

November 3-6, 2016
The Barker Hangar | Santa Monica, California
westedgedesignfair.com

Erin Cullerton
erin@designagencyco.com

Kate Treen
kate@designagencyco.com
323.522.6391

WESTEDGE DESIGN FAIR HOSTS CHARITABLE EVENTS TO SUPPORT LOS ANGELES RONALD MCDONALD HOUSE + DIFFA

November 3-6, 2016
www.westedgedesignfair.com



OPENING NIGHT PARTY

TO BENEFIT:



PICNIC COMES TO LOS ANGELES

PICNIC BY
DESIGN

SANTA MONICA, CA (September 28, 2016) – This November 3-6th, WestEdge Design Fair returns once again to The Barker Hangar in Santa Monica, where it will proudly support two leading charitable organizations: Los Angeles Ronald McDonald House and Design Industries Foundation Fighting AIDS (DIFFA). The **Opening Night Party** kicks off the show on **November 3rd from 7-10 p.m. with a festive evening to benefit Los Angeles Ronald McDonald House**. Guests will have the chance to shop from leading brands in interior design, while enjoying cocktails, fine food, and the chance to bid on one-of-a-kind Schwinn bicycles. Then on **November 5th from 3-6 p.m.**, **DIFFA's Picnic By Design** will host an **online auction of over-the-top picnic baskets** outfitted by leading architects and designers.

"We are thrilled to support both of these vital organizations," says WestEdge Co-Founder

Megan Reilly. “Not only do both provide critically important services, but each demonstrates through their missions how design can truly change people’s lives.”

A highlight of the Opening Night Party is a silent auction that will showcase 30 re-imagined Schwinn bicycles, each customized by a design industry tastemaker. Proceeds from the auction and broader event will allow Los Angeles Ronald McDonald House to renovate its 75-room facility, which provides accommodation and support to families of seriously ill children.

“We are so grateful for the support of WestEdge Design Fair as it understands, just as we do, that the physical spaces surrounding us have incredible impact on each of us,” says Julee Brooks, Los Angeles Ronald McDonald House Executive Director. “At LARMH, we utilize design to create a home, a healing space and an environment that provides hope, courage and joy to the thousands of families we serve.”

Silent Auction Bike Designers Include:

Amy Devers
Cesar Giraldo
Estee Stanley and Brigitte Romanek
Gaurav Nanda
Grayson Hild
Janice Media
Kelly Edwards
LA Galaxy
Lisa Adams
Marianne McDonald
Nicole Facciuto
Nolen Niu
Pinterest
Peter Gurski
Robin Wilson
Shannon Wollack and Brittany Zwicky
Tracy Gilmore

To learn more about each designer, [click here.](#)

The special evening is also supported by a host committee of design aficionados and industry leaders, including actor Terry Crews, *Architectural Digest* Publisher Giulio Capua, interior designer Martyn Lawrence Bullard, TV personality Ty Pennington, furniture designer Alexandra Von Furstenberg, and photographers Bonnie Tsang and Gray Malin, among many others.

That Saturday, DIFFA will launch its first-ever West Coast edition of Picnic By Design where leading architects and designers, such as Cray Bauxmont-Flynn of FORMA International, Laura Mueller of FOUR Points Design & Construction, James Hernandez, Nicole Sassaman, Mindy Matouk, and Bonnie Hussey of Nadia Geller Designs, Inc., will create spectacular, over-the-top picnic baskets for a reception and online auction from 3-6 p.m in the Outdoor Lounge.

“DIFFA is excited to partner with the energetic leadership at WestEdge Design Fair to bring Picnic By Design to LA!,” says Johanna Osburn, DIFFA Executive Director. “We know there is an incredibly generous and growing design community in Southern California that is willing to join the fight against HIV/AIDS—and this is an incredible opportunity to raise funds and awareness.”

Complete information about this year's WestEdge Design Fair is [available here](#). Ticket information for the Opening Night Party is [available here](#).

About WestEdge Design Fair (www.westedgedesignfair.com)

WestEdge is a three-day event that offers the best in modern design, all in an environment designed to engage, entertain and inspire. The fair offers the opportunity to shop from premium home furnishings brands-many new to the West Coast and meet the designers behind thousands of inspiring products. In addition, attendees gain insight from leading names in the design industry with a full series of educational programs and special events.

About Los Angeles Ronald McDonald House (<http://rmhcsc.org/losangeles/>)

The Los Angeles Ronald McDonald House is the flagship program of Ronald McDonald House Charities of Southern California (RMHCSC) whose mission to provide comfort, care, and support to children and families in Southern California. One of the few organizations designed specifically to support caregivers of seriously ill children, Ronald McDonald Houses are the primary enabler of family-centered medical care around the world. For more than 35 years we have provided housing and support services for up to 75 families every night. The House serves over 2,000 families each year and has hosted close to 40,000 families since first opening its doors in 1980. Almost three-quarters of our guests are low-income, seeking specialty care for pediatric cancers, heart disease, or neonatal treatments.

About DIFFA (<https://diffa.org>)

DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that fight HIV/AIDS by providing treatment and direct care services for people living with or impacted by the disease, offering preventative education programs targeted to populations at risk of infection, or supporting public policy initiatives. DIFFA is one of the largest funders of HIV/AIDS service and education programs in the United States, mobilizing the immense resources and creativity of the design community. Since its founding in 1984, DIFFA has emerged from a grassroots organization into a national foundation based in New York City with chapters and community partners across the country that, working together, have provided more than \$41 million to hundreds of HIV/AIDS organizations nationwide.

Follow WestEdge on Instagram at [instagram.com/westedgedesign](https://www.instagram.com/westedgedesign), Facebook at [facebook.com/WestEdgeDesignFair](https://www.facebook.com/WestEdgeDesignFair) and on Twitter at twitter.com/westedgedesign.

###