

THE WESTIN

HUNTSVILLE

The Westin Huntsville to hosts Japan and N. Alabama Relief Efforts

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Thursday, July 21, 2011

WHO/WHAT:

The Shin Koyamada Foundation and Preco Store are hosting a red-carpet event to benefit the Japanese Earthquake and Tsunami victims and Alabama Tornado victims.

Tickets, priced at \$75, will be sold at the door and local businesses. 100% of the profit from the ticket sales and Auction will be donated to JERFA , local relief organizations and North Alabama Medical Reserve Corps , as well as a portion of the proceeds from the sale of designer creations .

The fashion show will feature collections from Preco Store.

Professional models including local and LA model Nia Lyte , will parade down the catwalk . The show will include a live auction of Hollywood memorabilia donated by various stars and Disney.

The silent auction will feature autographed copies of “The Last Samurai” , jewelry pieces, Japan-influenced piece from Tatiana McLane (Queenie4ever), Hollywood memorabilia and other collectibles from local businesses. All profits f the silent and live auction will be donated.

Coca – Cola featuring limited-edition bottles and many more.

Celebrity Event Host: Event will have a celebrity Event Host (to be confirmed), as well as a welcome speech by Shin Koyamada, founder of Shin Koyamada Foundation and actor (best-known for his work in “The Last Samurai”).

WHEN: Thursday, July 21, 2011; 6:00 – 9:00 PM

Red-carpet: 5:00 – 6:00

About Shin Koyamada Foundation:

The Shin Koyamada Foundation was founded in 2008 by Japanese actor, producer, and Martial artist, Shin Koyamada, to empower youth and promote an Earth-Friendly lifestyle. In response to the devastating earthquake and tsunami on March 11, it has officially established the Japan Emergency Relief Fund of America (JERFA). JERFA is a nationwide official partner in the US with the Ministry of Foreign Affairs of Japan for collecting and sending much-needed supplies and goods to the victims of the disaster in Japan, in the Tohoku region. They have successfully raised enough funds for a first 20-ft container that left end of March, and are still working on sending much-needed aid to the 150,000 victims who have lost everything, are literally homeless, and lack basic goods such as towels, diapers, shoes, clothing, writing supplies, and food. The goal of the Shin Koyamada Foundation is to raise \$80,000 and continue to send containers to the victims throughout the rest of 2011. JERFA is dedicated to collecting and transporting the relief goods and supplies requested by the Earthquake and Tsunami victims from the US to Japan, in conjunction with its partners and supporters, including the Consulate-General of Japan in the United States. JERFA is entirely run and managed by dedicated volunteers, and all funds contributed will be used to aid the Earthquake and Tsunami victims. For more information: _ HYPERLINK "<http://www.koyamada.org>" __www.koyamada.org_ and _ HYPERLINK "<http://koyamada.org/what/gdp/Jerfa/>" __http://koyamada.org/what/gdp/Jerfa/_

About PRECO:

Founded by jewelry designer Diana Irvin and Marilyn Ligon, and based in Alabama , PRECO designs, manufactures, and distributes fashionable organic jewelry created entirely from plant and vegetable materials, including seeds, nuts, coconut, orange peel, and vegetable ivory. For more information on PRECO, visit: _ HYPERLINK "<http://www.precostore.com>" __www.precostore.com_.