



CONTACT: Stephanie Brochey
press@pearplanning.com | 716-531-8160

FOR IMMEDIATE RELEASE

PEAR Planning to Host Fashion Fundraiser in Support of Mental Health

Buffalo, N.Y. (November 12, 2013) – To kick off the holiday party season, PEAR Planning is hosting their first annual WHITE Party, Black Tie Affair, a fashion fundraiser, on Thursday, December 12 at the UB Center for the Arts Atrium. The event is being held to support local mental health agency, Child & Adolescent Treatment Services (CATS). The donations raised will directly benefit the agency’s Dialectical Behavior Therapy (DBT) program, which helps teens struggling with emotional difficulties, self-injury, suicide and trauma.

The event will begin with a food and beverage hour. A runway show featuring local designers, Katie Gariepy and Thomas Lee Designs, along with live music will provide entertainment. A silent auction will be running throughout the evening featuring gifts from local vendors. There will also be a special guest designer closing out the fashion portion of the event.

A veteran of the event planning world, PEAR owner Shannon Lach hopes to execute a party and fundraiser that not only provides a wonderful experience for the attendees, but generates a successful donation to a cause that is close to her heart. “Above all, we want you to enjoy a fancy night out and join us for an evening of fun, fashion and fundraising!”

The WHITE party is the first of its kind hosted exclusively by PEAR Planning. Lach has high expectations and has been grateful for the generosity of the businesses and individuals of Buffalo who have contributed, both with donations and items for the silent auction. Sponsors include Shutter Dream Studio, DEMi Salon, and Men’s Warehouse who is currently offering \$50 tuxedo rentals exclusively for the WHITE party, as well as donating \$5 directly to CATS for every rental.

The dress code of black or white attire for attendees will be strictly enforced. The event will run from 7 p.m. to 9 p.m. Tickets and additional information are available at <http://www.pearplanning.com/whiteparty>.

For more information regarding CATS and their DBT program, please visit <https://www.mentalhealthforwnykids.org/services/dbt.aspx>.

For any questions or to schedule an interview with Co-Founder Sarah McKinnon or P E A R Owner, Shannon Lach, please contact Stephanie Brochey via press@pearplanning.com.

ABOUT PEAR PLANNING

PEAR (Planning Events and Receptions) Planning was founded in 2012 under the leadership of Owner and Principle Manager, Shannon Marie Lach. Lach has been creating and planning events since 2002 and has been hired for event consultation and planning throughout Western New York for businesses, non profits, universities, celebrities, business owners and more.

PEAR creates and manages private celebrations, business monumental moments (grand openings & anniversaries & product launches), corporate celebrations and any moment in your life worth celebrating. At PEAR, they consider themselves the "masters of management", planting the seed to celebrate the most cherished moments in life. Call them today for a free consultation or visit their website at www.pearplanning.com.

####