

"It's A DATE!" Singles Charity Auction This September

Written by Ashley R. Carlson



Phoenix is quite often known for its bustling and attractive singles crowd, one that Scottsdale-based PR firm Crosby-Wright has taken advantage of for its upcoming charity event, "It's A DATE!" Taking place on Friday, Sept. 19 at The Mint in Scottsdale, the event boasts a variety of successful Valley singles who've designed a "dream date" that attendees can bid on to win. All proceeds will go to The Care Fund, a local nonprofit that supports Arizona families currently dealing with an extended illness or injury of their children. A total of 25 singles will be available for auction, among them individuals like Arman Shields, real estate agent and former NFL-player, and Gloria Johnson, a pharmacist at Banner Good Samaritan Hospital. On why the Care Fund got involved with this imaginative charity event, Executive Director Cathy Sherwin says, "Single professionals are a very engaging, educated and giving group of individuals, whom we are specifically targeting to become aware of what Care Fund can do to support their own community." President of Crosby-Wright, Valerie Crosby, says that when this opportunity came her way, she jumped at the chance to raise money *and* help local philanthropic singles. "Our community is full of interesting and successful professional singles, many of whom work tirelessly for charities. Our firm has long represented notable community business leaders, businesses, and highprofile charities like Care Fund. We will strive to help build their brand as a unique local foundation." High-end fashion brands MaxMara, Kendra Scott and Hugo Boss have also agreed to provide clothing and accessories for the event, so that each single will look stylish and sophisticated as they describe their dream date to the highest bidders. This event will be open to the public, with interested singles who still want to sign up encouraged to do so at www.uniqueprofessional.net. The event starts at 7 p.m., and tickets can either be purchased for \$35 online beforehand or \$50 at the door.

To learn more about The Care Fund and buy tickets online, go to: www.thecarefund.org/events.