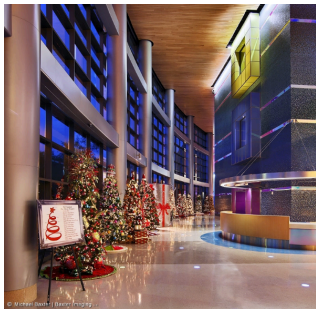


Red Ornament Festival at AZ Biltmore with PHX Architecture, PCH

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This holiday season marks the second annual 'Red Ornament-A Festival of Trees.' For the 2011 fundraiser, PHX Architecture, and local interior designers have joined forces with the Arizona Biltmore Hotel. The designer trees will be displayed at the renowned hotel and auctioned off to benefit the Phoenix Children's Hospital.



Last year, Phoenix Architecture, the Phoenix Children's Hospital, along with fifteen talented local designers celebrated the completion of Phase One of the newly redesigned wing at the hospital. The event brought together renowned interior designers to create one-of-a-kind trees for its Designer-Tree-Showcase. The trees lit up the atrium bringing good cheer to the families and patients of PCH. Each interior designer was required to create one special red ornament in their tree design, symbolizing the mission of hope, healing and quality healthcare. One of the Phoenix Children's patients gathered each of the red ornaments to adorn the great outdoor tree that could be seen by the families, patients, staff, and community. The inspiring adorned tree was on view throughout the holidays.

The 2011 event plans to have a kickoff party in honor of the Designer-Tree-Showcase. A Festival of Trees Party will be open to the Public from 3-5pm on Sunday, December 4th, 2011. The trees will be on display and available to purchase the week after Thanksgiving and through December 11th when they will be delivered to each winning family.

Guests will indulge in an evening of holiday cuisine, décor and musical entertainment. Guests can also take portraits with Santa, eat cookies and sip cocoa while decorating their very own red ornament to be hung on the PCH tree. Attendees can bid on their favorite holiday tree, with 100% of the proceeds going towards PCH. The highest bidders will have the option of donating the tree to a PCH family, or taking it home.

Since 1983, PCH has provided hope, healing and the best healthcare for children and families. PCH is honored to be amongst one of the ten largest children's hospitals in the country! The hospital provides specialty and sub-specialty inpatient, outpatient, trauma, emergency and urgent care to children and families in Arizona and throughout the Southwest.

PHX Architecture, PCH, The Arizona Biltmore Hotel, and the Interior Design teams are honored to host another holiday fundraiser and ask that you stay tuned for more details to come!