

AZ Insider: Elegant Spin for Charity Lunch

Written by Written by Kathy Shayna Shocket

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"The AZ Insider" with Kathy Shayna Shocket: Get the inside scoop on Arizona's social scene and celebrity news



Kathy's pulse on the pre-Heart Ball event's unique spin . . .

Amidst the crowd of fashionably dressed women and the gourmet cuisine at the Heart Ball addressing luncheon - the upscale affair had quite the elegant "spin." Literally. The "Wheel of Fortune" type wheel on the stage was not only eye catching – it was a creative addition to the luncheon's raffle.

Committee members who already purchased their tickets to the Nov.19 ball became eligible for the drawing for the "Game of Chance" and the possibility of being able to spin the wheel of prizes.

Pictured above with the AZADI wheel at the luncheon are and **Dana Jirauch**, the 2011 Heart Ball Sweetheart. Heart Ball Honorary Chair **Pat Leach** (Dana and Pat are also former Heart Ball chairwomen) and 2011 Heart Ball Chair, **Julie Prusak**.

The wheel was the creative concept of **David Neishabori**, **Jennifer Davidson** and **Kimberly Karahadian** of **AZADI Fine Rugs**. AZADI not only donated all eight of the impressive high-end prizes for the game, including an iPad 2, and a bottle of Dom Perignon- but, AZADI had the wheel designed and built especially for the luncheon.



David Neishabori

Being a part of the community is a major part of **AZADI** and owner **David Neishabori's** philosophy. He's extremely passionate about giving back and is involved with many local and national charities and organizations.

The **AZADI** wheel (which also included exquisite prizes of a massage for two people at Sanctuary on Camelback Mountain and dinner at the resort's Elements restaurant) was part of the pulse of the Heart Ball luncheon which brings together the 100 committee members to hand address the invitations and have their photos taken for the program for the Nov. 19th gala.



Jennifer Davidson, Cionne McCarthy and Kimberly Karahadian

Cionne McCarthy of Russ Lyon/Sotheby's International Realty won the grand prize – a \$2,500 shopping spree at AZADI Fine Rugs. Cionne won the chance to shop for a rug from the exquisite rug collection at AZADI which has galleries in Scottsdale, Sedona, Telluride and Hawaii.

During the luncheon, Neiman Marcus presented a glamorous fashion show featuring the formal designs of Rubin Singer And **Dr. Pamela Peeke**, a physician, scientist and author in the fields of nutrition, stress, fitness and public health, spoke about her passion for "becoming fit to live your dreams."

The "passion with purpose" event and luncheon at the Westin Kierland Resort & Spa was chaired by **Lauri Termansen** and **Kimberly Jacobsen**.

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The Phoenix Heart Ball benefits the American Heart Association and the committee's mission is to raise funds and awareness to promote prevention of cardiovascular disease through education.

The 2011 Heart Ball is November 19th and tickets for the black-tie formal affair at The Phoenician resort start at \$750 per person. For more details: American Heart Association (602) 414-5353.



Kathy Shayna Shocket is a Phoenix based writer. If you have a good item for The AZ Insider, you can email her at redkarpetgirl@aol.com