



NEWS RELEASE

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OMNI HOTEL AT INDEPENDENCE PARK TO AUCTION \$50,000 WEDDING TO BENEFIT ALEX'S LEMONADE STAND FOUNDATION AND THE FIGHT AGAINST CHILDHOOD CANCER

Philadelphia (May 1, 2008) – The Omni Hotel at Independence Park is donating a big girl's dream to make a little girl's dream come true.

The hotel, together with a group of select vendors across the city, is auctioning a complete wedding package worth more than \$50,000 to benefit Alex's Lemonade Stand Foundation in its battle to cure childhood cancer. The auction – entitled A Wedding For Alex - will begin May 28 on EBay. Final bids coincide with the Foundation's nationwide Lemonade Days fundraising weekend on June 6.

The wedding would take place on July 18, 2009. The package includes a ceremony and reception for up to 135 people, a couture wedding gown, an all-inclusive resort honeymoon in Mexico, photography and videography, rehearsal dinner, bridesmaid's dresses, beauty treatments, a penthouse suite – the works. Put simply, it is the best of Philadelphia coming together to benefit a truly magnificent cause.

Alex's Lemonade Stand Foundation is named for Alexandra Scott, a little girl with cancer who, at the age of four, set up a lemonade stand in her front yard as a way of helping raise money to cure all childhood cancers. Alex passed away in 2004, when she was only eight years old – but not before raising more than a million dollars for her cause. The Foundation that bears her name continues. It has raised more than \$19 million and funded more than 80 pediatric cancer research projects nationwide.

The Omni Hotel at Independence Park is located at 4th and Chestnut streets in the city's historic Old City section. The wedding ceremony and reception will be held at the hotel's acclaimed Azalea restaurant and includes everything from filet mignon to a premium open bar. The hotel recently underwent a spectacular, \$4 million renovation. The couple

will spend their wedding night in the Omni's penthouse suite with its magnificent living room, luxurious marble baths and commanding view of the city.

The Omni will be open for review on May 22 from 5-8 p.m. A more elaborate Open House will be held Monday June 2 from 5:30-7:30 p.m. in which potential bidders can ask questions, learn more about Alex's Lemonade Stand and see the Omni Hotel in its wedding finery. They will also be able to speak with vendors and examine samples.

The bride will wear a couture dress custom-created by renowned fashion designer Toi Sweeney, who studied her craft with New York's fashion elite. Men's Wearhouse has donated rental tuxedos and Jennifer's Bridal will provide bridesmaids dresses. In-house designer, Amy Elizabeth Barrett, will provide a couture Flower Girl dress.

The Panorama Restaurant will host the rehearsal dinner. With its romantic, hand painted murals and critically praised Italian cuisine, the Panorama is most famous for having the largest and best wine selection in Philadelphia. Hair and makeup will be provided by Lux Spa & Fitness. Services can be performed in the spa or at the Omni's penthouse suite. The bride and groom also can avail themselves of the heated pool and fitness equipment.

Barsky Diamonds, on Philadelphia's famous Jewelers Row, is donating the wedding rings. And the bride can custom design her cake with the help of the experts at the Classic Cake Company. Eli Allen of Majestic Images, who has photographed some of the city's most notable society weddings and events, will be taking pictures. DJ Services will be provided by Synergetic Sounds & Lighting. Videography was donated by Video by Louis Anthony. Arrangements Unlimited is donating table centerpiece flowers.

When it's all over, the couple will jet off to the all-inclusive Dreams Tulum resort on Mexico's stunning Riviera Maya. The resort is home to world-class restaurants, white sand beaches and an atmosphere of relaxed perfection. Round trip airfare was donated by Continental Airlines.

Complete information on every part of the wedding package can be found at the auction's official web site - aweddingforalex.com.

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About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for *all* children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$19 million towards fulfilling Alex's dream of finding a cure, funding over 80 research projects nationally including those examining leukemia, brain tumors, neuroblastoma, Wilm's

tumor, lymphoma, and osteosarcoma among others. For more information, visit www.AlexsLemonade.org