



**FOR IMMEDIATE RELEASE**

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**Shoes and Clothes for Kids and Moxie, The Restaurant Host 2<sup>nd</sup> Annual Fool's Frolic, a Jesture Gesture of Giving for Shoes and Clothes for Kids**

*An evening of fine fare and revelry at Moxie, the Restaurant in Beachwood*

**(CLEVELAND), March 3, 2009** – Come be foolish with us at the 2<sup>nd</sup> annual **Fool's Frolic**, a jesture gesture of giving for Shoes and Clothes for Kids, hosted by Moxie, The Restaurant on **Wednesday, April 1, 2009** in Beachwood, Ohio. **Fool's Frolic** is a one of a kind April Fool's Day event where jokers and jesters will fill the evening with fine fare, open bar and live entertainment, all to support Shoes and Clothes for Kids (SC4K). Guests will be amazed by the non-stop festivities and surprise entertainment planned for the evening.

An exclusive V.I.P. reception begins at 5:30, followed by the event at 6:30 p.m. The evening concludes at 9:30 p.m. Tickets are \$100 per person (\$48 tax-deductible) or \$150 per person for V.I.P. (\$98 tax-deductible). Tickets include fabulous food created by Moxie, open bar, keepsake gift bag and complimentary valet parking. V.I.P. ticket includes all benefits of the regular ticket plus and exclusive pre-event wine and food tasting. V.I.P. reception is limited. Event tickets can be purchased by calling SC4K at 216.881.7463 x. 4 by March 27<sup>th</sup>.

The April Fools' themed menu features fabulous food created by Moxie, including a hand-rolled maki station, assorted carved sandwiches, unique passed appetizers and a delectable dessert station. Drinks will be made to impress as well, including a vodka luge that is certain to entertain guests. In the spirit of April Fool's Day, the event also features a "wine pull" which involves 100 mystery bottles of wine that can be purchased for \$40.00 each. Guests who choose to participate will pull a wrapped bottle of their choice, and take home a bottle valued at anywhere from \$10.00 to \$300.00, with the majority worth over \$40.00!

SC4K is also hosting a raffle with fabulous prizes including a grand prize trip to South Beach Miami for an exclusive dining experience at the new Red, the Steakhouse. The trip includes airfare for two courtesy of Continental Airlines and a three night stay at the luxurious Eden Roc, a Renaissance Hotel and Spa. Second prize is a \$1,000 shopping spree at Saks Fifth Avenue and \$500 worth of Saks merchandise and services. Although the winners will be drawn at Fool's Frolic, they need not be present to win so anyone can purchase a raffle ticket. Tickets are \$50.00 each or three (3) for \$100.00. Raffle tickets can be purchased by calling SC4K at 216.881.7463 x. 4 by March 27<sup>th</sup>. Registration form also available online at: <http://www.tinyurl.com/sc4kraffle>. Raffle tickets will also be sold at the event.

All proceeds from the event, raffle and wine pull will benefit Shoes and Clothes for Kids, who hope to raise \$30,000 in net proceeds. The event is sponsored by the Cleveland Clinic, Forest City Enterprises, Glenmede Investment & Wealth Management and Strassman Insurance Services. SC4K Board member and Event Chair Scott Simon led the volunteer Planning Committee for the second year and Moxie owner, Brad Friedlander chaired the event's Host Committee again this year. The following individuals and corporations made generous in-kind donations of services and/or products for the event: Elizabeth Nici of Gusto Designs, *The Plain Dealer*, Aladdin Rents, The Power of Whodo- Sylvia Masek, Selective Sound Entertainment, All Star Valet, Wine Trends and *The Cleveland Jewish News*.

Shoes and Clothes for Kids is the only non-profit organization in Greater Cleveland providing new shoes and clothes at no charge throughout the year to thousands of children in need. Through a network of 35 distribution partners, SC4K positively impacts the lives of area children by giving them the self-esteem and confidence that comes from having new shoes and clothes.

Founded as Shoes for Kids in 1969 by Morrie Sayre, 2009 marks SC4K's fortieth year of service to Greater Cleveland's families. In 2009, Shoes and Clothes for Kids will distribute new clothing and Payless shoe gift cards with a retail value of over \$1,800,000 to 25,000 children from income-eligible families throughout Greater Cleveland. Of every dollar donated to Shoes and Clothes for Kids, \$0.92 goes directly to the programs and services that benefit the children served. For the third consecutive year, Shoes and Clothes for Kids achieved the coveted 4-star rating from Charity Navigator.

For more information, contact Carolyn Sekerak, Director of Communications, at 216.881.7463, ext. 1 or visit [www.sc4k.org](http://www.sc4k.org).

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