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PADMA LAKSHMI, SUSAN SARANDON, DR. OZ, AASIF MANDVI AND OTHER CELEBRITIES EXPECTED TO ATTEND THE 3^RD ANNUAL BLOSSOM BALL TO BENEFIT THE ENDOMETRIOSIS FOUNDATION OF AMERICA

*Prominent New Yorkers join founders Padma Lakshmi and Tamer Seckin, MD on March 18 for Fundraiser,
Featuring Music by Bebel Gilberto*

New York, NY (March 10, 2011) – *Top Chef* host Padma Lakshmi, Susan Sarandon, Dr. Tamer Seckin, Dr. Mehmet Oz, Eileen Guggenheim, Jill Flint and Aasif Mandvi will join a host of other notable New Yorkers at the 3rd Annual Blossom Ball at The New York Public Library on March 18 to celebrate Endometriosis Awareness Month.

Hosts of the evening, Lakshmi and Dr. Seckin, co-founded the Endometriosis Foundation of America (EFA) as a result of a lifelong to advance and for endometriosis, a disease that affects one in ten women worldwide.

Event partner charitybuzz will be hosting an auction featuring one-of-a-kind packages:

- Experience *Top Chef* Like Never Before at Restaurant Wars - Including Airfare, Hotel and Meet the Judges
- Padma Lakshmi Stocks Your Pantry with a Trip to NYC's Spice Shop, Kalustyan's, Followed by a Private Cooking Lesson in Your Home
- Attend Glamour Magazine's Woman of the Year Awards
- Enjoy a Two-Hour Personal Tour of Gail Simmons' Favorite NYC Dessert Spots

The red carpet event includes a cocktail reception, seated dinner, live auction, speeches by notable attendees including Susan Sarandon, a special performance by Grammy® nominated, Bebel Gilberto and dancing with music provided by DJ Pitch One who will be spinning a mix of 80s, hip hop, top 40, disco and house music to keep the guests on the dance floor.

WCMG Events is producing the evening and is working with Stone Kelly to create an elegant, sophisticated atmosphere. The color scheme will be grey, yellow and white, continuing the elegant theme on the invitation designed by Marina Malchin and Barbora Venckunaite. The cocktail reception will be elegant, and intimate, accented with pillar candles, leading guests from Astor Hall to the dinner in Celeste Bartos Forum. Yellow forsythia trees will be placed inside columns in the Celeste Bartos Forum to frame in the dance floor with bright yellow blossoms. Dinner table centerpieces will alternate between low centerpieces of vibrant yellow blossom with accents of lemon leaves and greenery, and tall arrangements of branches with . All table linens will be in dove grey. The overall effect of the decor will be of an abundant, chic, natural and organic looking environment, coupled with an flair. For more information on the event producers and floral designers you may visit their websites: www.WCMGEvents.com and www.stonekelly.com.

Lakshmi is collaborating with Convivium Catering (www.conviviumcatering.com), lending her *Top Chef* expertise to the specialized menu for the evening. In addition, guests will enjoy wines from Terlato Wines International, the proud and exclusive wine sponsor to the ball and Bravo's *Top Chef*. With a passion for quality that spans four generations, the company represents a portfolio of more than 50 brands from 11 countries and 114 viticultural areas covering the world's finest wine regions.

Charitybuzz is an organization that aligns nonprofits with international brands and celebrity icons to raise funds through innovative online auctions. Guests who wish to participate in the auction www.charitybuzz.com/endofound.

Tickets for dinner begin at \$500 and tickets for cocktails, dessert and dancing begin at \$120. To reserve tables, make a tax-deductible donation to the EFA, or to get more information on the event go online to www.blossomball.com or email Executive Director Deborah Castillero blossomball@endofound.org. For more information on the Foundation or sponsorship opportunities please visit www.endofound.org or call 212-988-4160.

The Endometriosis Foundation of America (EFA) is a non-profit organization that seeks to provide hope to women suffering from the debilitating effects of endometriosis and associated diseases. Statistics prove that at least 176 million women suffer from endometriosis worldwide, a figure twice the number of Alzheimer's patients and seven times those with Parkinson's disease. The disease is a leading cause of female infertility and is more prevalent than breast cancer, yet continues to be treated as an insignificant, obscure ailment. The event will follow the EFA's Second Annual two-day medical conference, which unites global opinion leaders on endometriosis from the realms of molecular science, research, industry, surgery and those struggling with the illness. Taking place at the New York Academy of Sciences in New York City on March 18-19, 2011, the conference will be comprised of a science and surgery symposium and interactive patient workshops.

Through combining research and education, the EFA exists to help the women who suffer from endometriosis by spreading awareness and actively working to find a permanent cure. For more information, please visit www.endofound.org.

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