

FOR IMMEDIATE RELEASE



Contact:
Kathy Strong
760-672-0541
kathystrong@live.com

Judy Vossler
760-674-8447
judyvossler@aol.com

**22nd Frank Sinatra Starkey Hearing Foundation Celebrity Invitational
ANNOUNCES FASHION SHOW DESIGNER & BOUTIQUE**

Tickets to all celebrity events on sale now

Indian Wells, CA. Landmark Golf Office~~For Immediate Release

Nelda Linsk, chair of the 22nd annual **Luncheon & Fashion Show**, the glamorous highlight of the **Frank Sinatra Starkey Hearing Foundation Celebrity Invitational**, recently announced that **TROY on El Paseo** will present a high fashion runway show of **Lourdes Chavez's spring collection**. The annual fashion show benefits the **Barbara Sinatra Children's Center** at Eisenhower Medical Center.

The Luncheon and Fashion Show will be held on Friday, February 19, at **Fantasy Springs Resort Casino in the Special Events Center**. The Reception begins at 11:00 a.m. with a Silent Auction; furs by Doug Fine and Dicker & Dicker of Beverly Hills; jewelry by Carol Wexler and Borrowed Bling; and purses by Christie Jones and Over the Top.

Tickets to the Luncheon and Fashion Show are \$150 by calling 1-800-FS STARS.

Background

The **22nd Frank Sinatra Celebrity Invitational** golf tournament will be hosted by **Fantasy Springs Resort Casino** on Friday, February 19 and Saturday, February 20, on **Eagle Falls Golf Course**. **Starkey Hearing Foundation** returns for the second year as the title sponsor of the **22nd Frank Sinatra Starkey Hearing Foundation Celebrity Invitational**.

Other major sponsors are Brown-Forman/Jack Daniels since the tournament's inception and the new tournament host Fantasy Springs Resort Casino-Eagle Falls Golf Course and its owners, The Cabazon Band of Mission Indians.

Tournament events begin at Fantasy Springs on **Thursday**, February 18 with tournament registration, known as "Frank's Place," from 10:00 a.m. to 6:00 p.m. and an evening Pairings Party "Pasta Italiano" with a silent auction and entertainment by comedian musician, **Gary Mule Deer**.

Friday, February 19 is the first day of the shotgun start golf tournament at 8:30 a.m. on Eagle Falls Golf Course in Indio, California. Norm Crosby will serve as the 2010 Honorary Marshal on the golf course. Non-golfers will attend a spectacular Luncheon and Fashion Show by **Troy on El Paseo** featuring the designs of **Lourdes Chavez**. Friday evening is the Live and Silent Auction Party "Frank's Favoriti Italiano" with entertainment by **The Gatlin Brothers**.

Saturday, February 20 is the final round of the golf tournament, shotgun start at 8:30 a.m. on Eagle Falls Golf Course and the Black Tie Gala with headliners, **The Smothers Brothers** and **Barbara Sinatra** will honor philanthropist **Wallis Annenberg** as the "Champion of the Children."

Tom Dreesen returns for the **22nd** time as the master of ceremonies for all tournament parties; and he will be joined on-stage by chairwoman **Barbara Sinatra**, co-host **Robert**

Wagner, honorary spokesman **Dick Van Dyke** and title sponsor **Bill Austin of Starkey Hearing Foundation**.

Sunday, February 21, Barbara Sinatra will host an **Open House and Tour of the Barbara Sinatra Children's Center** from 11:30 a.m. to 1:00 p.m. The public is invited at no charge.

About the golf tournament

Known as "Frank's Little Party in the Desert," Barbara and Frank Sinatra founded the Frank Sinatra Celebrity Invitational in 1988 to raise funds for the Barbara Sinatra Children's Center which opened in 1986 at Eisenhower Medical Center. Through their efforts, and those of supporters around the world, the Frank Sinatra Starkey Hearing Foundation Celebrity Invitational has become one of the most successful fundraising events of its kind. Visit www.franksinatragolf.org for the celebrity list and event updates.

About Starkey Hearing Foundation

Starkey Hearing Foundation is the "Global Leader in the Gift of Hearing," delivering more than 50,000 hearing instruments annually through hearing missions in 86 countries. Founded by William F. Austin in 1984 with the vision, *So the World May Hear*, countless numbers of lives are touched by better hearing through Starkey Hearing Foundation missions. With the goal to heighten social consciousness on the importance of hearing, Starkey Hearing Foundation launched a Hearing Conservation program, *Sound Matters*, to educate the public about responsible listening. Today, the Foundation is sustained by the selfless efforts of volunteers and donors spanning the globe. Since 2000, the Foundation has distributed more than 305,000 hearing instruments to those in need around the world. Visit www.sotheworldmayhear.org to learn more.

About Barbara Sinatra Children's Center

The mission of the nonprofit Barbara Children's Center is to provide counseling for victims of physical, sexual and emotional child abuse and to focus on prevention, community education and breaking the cycle of abuse. Services are provided

regardless of a family's ability to pay. The Barbara Sinatra Children's Center is a federally registered 501(c) 3 nonprofit organization. Visit www.SinatraCenter.org for more information.

Contact Information

Tournament Office: 1-800-FS STARS www.franksinatragolf.org

Media relations: Kathy Strong, 760-672-0541 kathystrong@live.com