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- Image Consulting
- Wardrobe Consulting/Purging
- Creating your Signature Look
- Personal Shopping
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- Seminars

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Media Advisory of June 7th image/beauty event in Washington DC

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Tweak Your (she)ic™ Image & Beauty Lounge Charity Fundraiser A Signature Event to Celebrate and Empower Women

Washington DC metro, April 27th 2009 -Join us on Sunday June 7th, 2009 from 1pm-5pm at DC's hip Hotel George for Tweak Your (She)ic™ Image & Beauty Lounge, a distinctive event sponsored by Élan Image Management for all image, beauty and fashion conscious women. The highlight of the event is a variety of 'service' stations represented by premier beauty, spa and image professionals who will be on hand to perform demonstrations, give advice, and share tips in their areas of expertise. At 'Tweak Your (she)ic™', women will be pampered, polished and preened to reveal their inner '(she)ic'.

The Tweak Your (She)ic™ Image & Beauty Lounge's will:

- Provide a venue for women to sample a variety of image, beauty and fashion services from area professionals with the price of admission.
- Raise funds for the event beneficiary, Suited for Change and give back to women in need.
- Showcase, highlight and promote the expertise and talents of local service professionals (Tweakers) by proving a platform for them to shine with a captive and engaged audience.

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The event tagline; 'Empower a woman in need. Empower yourself!' embodies the spirit of the event.

Natalie Jobity, President of Élan Image Management, and the event sponsor, notes: *"In these challenging economic times there are a number of events enticing women to 'buy, buy, buy'. This signature event is different as the focus is on service; service to the women in attendance and service to the women who are helped by the funds raised from the event. The women at this event will be empowered, pampered and enhanced by the opportunities to 'tweak their (she)ic' so they leave feeling fabulous. I am excited to launch this premier event, with a mission that I am passionate about."*

At the Tweak Your (She)ic™ Image & Beauty Lounge, participants will:

- **Indulge** in decadent mini mani/pedis, seated massages, and personal training pointers
- **Mingle Play and Network** with other fabulous women with fun activities like the Accessory Swap
- **Renew and Revamp** by sampling fresh new makeup, lashes, hair styling, lingerie and more
- **Get Glammed**, styled and preened for your professional glamour shot, solo or with your girls
- **Relax and unwind** your mind body and spirit in an inviting and luxuriating ambiance
- **Score** with a large Tweak Your (she)ic™ SWAG Bag stuffed with fab goodies and win 'to die for' door prizes from local area sponsors each valued at over \$100.

For women in attendance, Sunday June 7th 2009 will be their (she)ic day to revamp, rejuvenate and recharge while supporting a great local cause. A significant portion of the proceeds from ticket sales raises funds for Suited for Change with a goal of raising at least \$5,000.

Advance tickets must be purchased online: \$65 general admission, \$85 VIP. All event info and registration available online at: www.tweakyoursheic.com.

About:

Élan Image Management an image and wardrobe consulting company has a mission to empower and educate women to make more informed choices about their image. We work with women to help them discover, define and project their own unique signature style and develop an image that positions them for success.

Suited for Change was founded in 1992 to help disadvantaged women get jobs by providing them the tools they need to confidently present themselves in interviews & in their new jobs.

For additional information, advertising opportunities, media inquiries/interviews, and media passes to the event please contact Natalie Jobity at 301-776-7564 or Natalie@ElanImageManagement.com.

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