



Media Contacts:

Beth Trier  
Trier and Company for Westfield Valley Fair  
[www.triercompany.com](http://www.triercompany.com)  
415-285-6147

Hasti Kashfia  
TBAF Blog  
[www.tbfablog.com](http://www.tbfablog.com)  
408-348-9049

**Project Pink Runway Show at Westfield Valley Fair to Benefit  
American Cancer Society**

***Fashion Show, Entertainment and Celebrity Appearances***

Santa Clara, CA. – September 13, 2010 – Westfield Valley Fair will bring a high-energy fashion production to shoppers in the Bay Area with the **'Project Pink Runway Show'**, presented in partnership with The Bay Area Fashionista. 'Real Housewife of Orange County' Gretchen Rossi will model in the event and actor Slade Smiley will co-host the event. Scheduled to be held on Friday evening, October 1<sup>st</sup> at 7:00 PM at Westfield Valley Fair, all proceeds from Project Pink will benefit the American Cancer Society.

Bringing the drama and excitement of fall fashion, Project Pink will feature a tented venue at the Forest Avenue Entrance to Westfield Valley Fair. Entertainment will be provided by Niosha Dance Academy, 'swag' gift bags for attendees will be distributed and exclusive silent auction items will be featured including a special three-day 'luxury car' rental from British Motors. The evening will offer drinks and tasty fare from California Pizza Kitchen. The show will introduce the latest fall trends from select Westfield Valley Fair stores.



Fashions will be featured from Aritzia, Ann Taylor, Banana Republic, Betsey Johnson, Franco Uomo, Gap and White House Black Market. Highlighting the evening will be several Cancer survivors who will be eloquently and bravely sharing their inspirational stories about life, recovery and hope.

"We are thrilled to have this opportunity to honor cancer survivors and to benefit the American Cancer Society," said Laura Vestal, Westfield Valley Fair's Marketing Director. "We hope that Project Pink will inspire the community to give back to important causes such as breast cancer research."

Co-host of Project Pink, Hasti Kashfia of The Bay Area Fashionista Blog commented, "For me, the fashion show is a passion! It is a great way to support survivors and show those who are fighting with the disease that they're not alone! As a community we can come together to make a difference."

Tickets for Project Pink are \$25.00 each and can be ordered online at:

<http://westfield.com/valleyfair/>. For more information about Project Pink, please visit Project Pink on Facebook at: <http://www.facebook.com/ProjectPink2010>

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#### About Westfield Valley Fair

Westfield Valley Fair is a joint venture between the Westfield Group and JPMorgan Fleming Asset Management on behalf of the Strategic Property Fund, a co-mingled pension trust Fund. The Westfield Group (ASX: WDC), is an Australian-based company with interests in 119 shopping centers in Australia, New Zealand, the United Kingdom and the United States. In the U.S., the Group has a portfolio of 55 shopping centers that are home to more than 9,000 specialty stores and comprise approximately 63 million square feet of leasable space in California, Connecticut, Florida, Illinois, Indiana, Maryland, Nebraska, New Jersey, New York, North Carolina, Ohio and Washington. For more information, visit the Web site at [www.westfield.com](http://www.westfield.com) or join us on FACEBOOK at [www.facebook.com/westfieldvalleyfair](http://www.facebook.com/westfieldvalleyfair).