



**SHOPPING WITH FRIENDS**

DECEMBER 4, 2010

[WWW.AIDS-SERVICES.COM](http://WWW.AIDS-SERVICES.COM)

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PRESS KIT



**About Shopping With Friends:** Shopping With Friends is an annual fundraiser hosted by Lowcountry AIDS Services to raise money and awareness for HIV/AIDS. Shopping With Friends is held this year on Saturday, December 4th. We will kick off the event on Friday evening, December 3rd with a cocktail party and fashion show hosted by Biton. On Saturday, December 4th, Lowcountry AIDS Services and Charleston Magazine will host a kick-off brunch at

The Riviera at Charleston Place with once in a lifetime live-auction items, mini manicures provided by Stella Nova Salon and Spa and gift bags stuffed with an amazing array of goodies. After the brunch, we asked everyone to grab their friends and shop to show their support for over 150 caring Red Ribbon Retailers and Restaurants who will give 10% of every dollar you spend to Lowcountry AIDS Services. Guilt free shopping for a great cause!

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### Shopping With Friends Mission and Goal:

- To produce, manage, and organize a world-class fundraiser in Charleston, SC
- Showcase retailers, restaurants and sponsors throughout and leading up to the event
- Increase awareness and media impressions for sponsors, retailers and restaurants

### Shopping With Friends Event Highlights:

- 2009 Charleston AMA Spark Award for marketing excellence for an event
- Sold-out events (cocktail party and kick off brunch)
- Over \$600k has been raised to date (event started in 2004)
- National retailers that have joined included J. Crew, Ralph Lauren, Saks Fifth Avenue, Urban Outfitters, Nine West and Lucky Brand Jeans. Just to name a few.
- National media that has participated - Elle and Allure Magazine
- Shopping With Friends LIVE LOVE SHOP t-shirts produced by EDUN LIVE, created by Rockstar Bono
- Auction items donated by Bradgley Mischka and Lafayette 148

### 2010 Shopping With Friends Events:

- December 3, 2010: Cocktail Party and Fashion Show at Biton
- December 4, 2010: Kick-off brunch at the The Riviera at Charleston Place



### Shopping With Friends 2009 Statistics & Demographics:

- 250 attendees to the Kick-off Brunch
- 150 attendees to the Cocktail Party
- 92% female
- 65% college educated
- 16% were full-time students
- Average age: 34
- 93% are from South Carolina
- 50% single, 50% married
- 40% made over \$100k per year, 16% made over \$200k
- Average spend per day in Charleston: \$202= 20% higher than the average visitor

### Why Charleston, South Carolina?

- Named No. 2 Top American Destination by Conde Nast Traveler (2009)
- Named the 4th Best City in America according to Travel + Leisure magazine's World's Best Poll (2009)
- Kiawah Island named No. 1 Most Romantic Beach by America's Best & Top Ten list (2009)
- Charleston area named in America's "Top 10 Value Cities for Couples" by Travel Research Specialists, Shifflet & Associates (2009)
- Named a Top Romantic Destination by HGTV (2009)

### Charleston Tourism Demographics

- Top Origins of Visitors\*
  - 1) North Carolina
  - 2) South Carolina
  - 3) Florida
  - 4) Georgia
  - 5) Ohio
  - 6) New York

\*Source: Charleston Area Convention & Visitor Bureau, 2009 Charleston County Population 630,000



2010 Shopping With Friends Sponsors:

**Belk**

charleston  
magazine

*Gwynn's*  
OF MOUNT PLEASANT

**WHOLE  
FOODS**  
MARKET

**95SX**

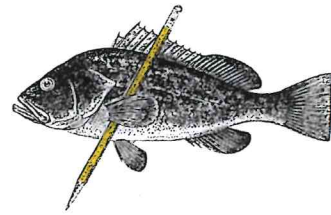
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**LEXUS**  
LEXUS OF CHARLESTON.



Thomas Funcik, MD  
Coastal Facial Plastic Surgery  
843-884-3277

**BITON**



LOTUS FLOWER



ORIENT-EXPRESS HOTELS  
TRAINS & CRUISES



2009 Look Back



Guest attending the Shopping With Friends Cocktail party at Saks Fifth Avenue



Stella Nova Salon and Spa giving complimentary manicures to Shopping With Friends Brunch guests



Guest attending the Shopping With Friends Cocktail party at Saks Fifth Avenue



Shopping With Friends LIVE LOVE SHOP t-shirts produced by EDUN LIVE, created by Rockstar Bono



Guest attending the Shopping With Friends Cocktail party at Saks Fifth Avenue



Shopping With Friend brunch held at the Riviera at Charleston Place



**Shopping With Friends Coverage:**

- Charleston Magazine
- Skirt Magazine
- Charleston City Paper
- The Post and Courier
- Charleston Scene
- Charleston Mercury
- The Digtel
- Summerville Journal Scene
- Charleston Regional Business Journal
- Moultrie News
- ABC News 4
- FOX 24 News
- NBC News 2
- Lowcountry Live
- Comcast Channel 2
- Charlestoncvb.com
- Charleston.skirt.com
- Lowcountrytoday.com
- Charlestonfinest.com
- Charleston.net
- Gaycharleston.ccblogs.com
- Charlestonfriendsociety.com
- **Much more.....**

*For press-related questions:*

*Katie Kern  
 Circa PR  
 843-425-2412  
 Katie.circapr@gmail.com*

