

Dadeland 'Evening of Giving' slated for Nov. 17

PINECREST BUSINESS ASSOCIATION SPOTLIGHT

BY LINDA RODRIGUEZ BERNFELD

The holidays are coming up and soon everyone will be in the malls looking for that perfect gift for a loved one or friend. One of those malls is Dadeland on Kendall Drive, just west of South Dixie Highway.

Dadeland is not only the most popular mall in South Miami Dade County, but it has traditionally been one of the top malls in the country. Not only is the mall the place to go for gifts, it can also be the place to go to help your favorite charity.

On Nov. 19, from 7:30 to 11 p.m., Dadeland will host Simon Evening of Giving, an evening of fun and private shopping that raises money for many national, regional and local charities. The list of charities includes the Simon Youth Foundation.

"It's a huge event," says Susana Battistini, the area director of strategic mall marketing for Dadeland. "This is our fifth year. We have more than 35 organizations participating in the event."



Dadeland Mall will host 35 groups at annual night for charities.

Battistini says the participating organizations are given tickets to sell to the event. One hundred percent of the ticket sales go to charity. Tickets are \$35 and \$30 go to the organization selling the tickets and \$5 go to the Simon Youth Foundation.

The event will include a celebrity

fashion show hosted by Pamela Silva, a Univision 23 personality. A silent auction is scheduled, which includes sports memorabilia, jewelry, concert tickets, restaurant and store certificates, artwork and much more. There also will be live entertainment and lots of food. Many mall stores will offer discounts to

shoppers that evening.

"You can purchase tickets from either your organization or through Dadeland by purchasing tickets from guest services, located near the main entrance of the mall," Battistini says. "If purchased directly through guest services, then the entire \$35 goes directly to the Simon Youth Foundation."

The foundation offers college scholarships that students can apply for by going online to <www.simon.com> and clicking on the Simon Youth Foundation link on the bottom right of the page.

Battistini says any non-profit organization can become involved in the event. There is a requirement that the organization be registered as a non-profit with the State of Florida. Otherwise, they just need to contact Imagen: The Marketing Organization at 305-774-9443.

"There are a variety of organizations that participate each year," she says. "We believe very strongly in being involved in our community."

Last year, the Dadeland event raised more than \$60,000 for 29 charities.

After the Evening of Giving, Dadeland Mall will go into full holiday mode with extended store hours that begin the day after Thanksgiving.

For information, call 305-665-6226.