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**SPOTLIGHT616 PRESENTS STRAIGHT FROM THE HEART
FEBRUARY 11, 2011
AN EVENING OF INDULGENCE AND PAMPERING**

Grand Rapids, MI (January 31, 2011) – Please join the Spotlight616 team, the Matthew Agency, and the B.O.B. for an evening of indulgence to support the [Go Red for Women](#) campaign in association with the [American Heart Association](#). Local Wood TV8 anchor and eightWest host Rachel Ruiz will emcee this exciting event.

Guests in attendance will have the option to be pampered with hair, makeup and nail services provided by [Design 1 Salon](#) for \$10-15. A very special "Red Lip Counter" will be set-up by Design 1 makeup experts to help guests find their perfect shade of red. Professional photographers provided by Grand Rapids Social Diary will be on site to take post makeover portraits of guests if they so choose; donation encouraged. All proceeds from the photography and Design 1 Salon services will go directly to the American Heart Association. West Michigan chapter representative Kay Rader will be on hand to share heart-healthy lifestyle advice and offer recipe books.

Throughout the evening, local area retailers [JB and Me](#), [Lee & Birch](#), [Bohemia Too](#), and [Julie Regan from Stella & Dot](#) will hold demonstrations on live models showing how to complete the look of an outfit with fashionable accessories. Merchandise will be available for purchase at special retailer booths set-up within the venue. Models will be provided by event partner the Matthew Agency. Soundscape Artist Todd Ernst will present the soundtrack for the evening.

Additional offerings include red wine and Cosmo sampling, delectable chocolates from [Vita Dolce](#), treats from [Sweet Cakes Design](#), and yummy kettle corn from [Dorothy and Toto's](#). For the flower lovers, guests can visit the [Modern Day Floral](#) table where they'll be able to take home a fresh bouquet, just in time for Valentine's Day.

Crush will be open at 7 p.m. to guests 21+. There will be a \$10 cover at the door with \$5 of that going directly to the Go Red for Women campaign. Red attire is encouraged; guests who are wearing red will receive a special commemorative pin. Limited VIP bottle service reservations can be made through Angela Shea at ashea@gilmorec.com or 616-356-2627 x32.

The main objective of the Spotlight616 team is to bring attention to local retailers, artists and business people through event planning. They strive to bring fresh and innovative ideas to the public, and in an effort to give back to the community that has given so much to them, they aim to tie their events in with an appropriate charitable organization. The launch event, Style Battle 2010, was a sold-out wild success and was recently named by Grand Rapids Social Diary as the #1 Hottest Event of 2010.

RSVP for Straight from the Heart on Facebook: <http://www.facebook.com/event.php?eid=174984649206199>
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