

FOR IMMEDIATE RELEASE

January 10, 2007

For information, call:

Kathy Krajewski

248-656-RSVP

www.doubleexposureinc.net

Silver Screen Soiree Announces Sixth Annual Charity Event

Proceeds to benefit Veteran production set designer Bruce Scharfenberg - Guest of Honor

Pontiac Michigan/ February 25, 2007—Silver Screen Soiree, the Detroit communication arts community's original networking benefit event, will host its sixth Annual Benefit Celebration on Sunday, February 25th, 6:00 p.m., at the historic Lafayette Grande in downtown Pontiac. Co-Chairs are Bob Solano, Senior Vice-President, Campbell-Ewald, and Bill Morden, CEO of WEM Ideation, Inc. This year's party will help benefit Bruce Scharfenberg, one of Detroit's best-known set designers, who is suffering serious health problems and faces staggering medical bills.

The theme of this year's Soiree is "Wild, Wild West," with western casual attire encouraged. The event will include a live, giant-silver screen broadcast of the Academy Awards at 8 p.m., and will offer a strolling dinner and full casino on the balcony level with a western saloon atmosphere. All proceeds from the tables and advertising sales will go to the "Friends of Bruce Scharfenberg" foundation.

Mr. Scharfenberg, a Michigan native has been a highly regarded member of the Detroit advertising and film community for 25 years. He had been active in both his design work and his own charitable endeavors until the onset of "Primary Amyloidosis," a rare condition that causes severe clogging of the arteries, including the heart. He has visited the Mayo clinic, undergone stem cell transplants, and several different chemotherapies in an effort to put the disease into remission. Eventually, he will need a heart transplant.

"Detroit's advertising community is one of the strongest in the country," said co-chair Bill Morden. "I've always said that this has been a great place to be in the business because of the people... and this year we can really give something back to a person who has given a lot, not only to the business but to his community. The Silver Screen Soiree has allowed us to help make a difference in ways that really count and this year is no different. The fact that it's become one of the best social and networking parties of the year is just icing on the cake."

(More)

Since 2003, the Silver Screen Soiree has contributed over \$200,000 to charities. Key sponsors of this year's event again include Screen Magazine, of Chicago, Illinois, and from the Detroit area, Grace & Wild in Farmington Hills, Oakland Partners in Troy, Yessian Music, Farmington Hills, BlueWater Technologies of Southfield, and Yanke Designs of Franklin who donate a stunning piece of jewelry as the event's grand prize.

Corporate table sponsorships are available along with individual dinner tickets through Ticketweb and can be ordered on line starting February 1, 2007. Discounted hotel and limousine services are also offered to all guests of Silver Screen.

"The Silver Screen Soiree" has become the premier benefit event for the Detroit Advertising and Production communities," said co-chair Bob Solano. "It brings together a wide variety of local and Bi-coastal production colleagues for an exciting night of conversation, dining and Academy Award watching. We look forward to seeing everyone for this unique evening of fun and fellowship."

For more information, please call Kathy Krajewski, Silver Screen Soiree Director at:
248-656-RSVP email: [RSVP@ DoubleExposureInc.Net](mailto:RSVP@DoubleExposureInc.Net) or go to :
<http://www.doubleexposureinc.net/silverscreensoiree2007/silverscreensoiree2007.html>

Silver Screen Soiree 2007 Executive Committee
Screen Magazine

Chair Couple Bob & Carole Solano - Campbell-Ewald Advertising
Co-Chair William Morden - WEM Ideation, Inc
Mike Albert – Campbell Ewald Advertising
Rob Hendrickson – GlobalHue Advertising
Ed Krajewski – Red Orange USA
Dan Yessian – Yessian Music

#####

End

