

BARBARA KATZ AND DIAGNOSTIC CENTERS OF AMERICA
TO HOST "STRIDE IN STYLE" FOR BREAST CANCER

October 2nd Luncheon and Fashion Show to Benefit
American Cancer Society Making Strides Against Breast Cancer

For Immediate Release:

BOCA RATON, Fla. – September 5, 2008 - To kickoff national Breast Cancer Awareness Month, designer clothing retailer Barbara Katz and the Diagnostic Centers of America (DCA), a leading diagnostic imaging and radiological facility, are hosting the first annual "Stride in Style" luncheon and fashion show at The Addison in Boca Raton at 11:30am on Thursday, October 2nd to benefit Making Strides Against Breast Cancer of South Palm Beach (MSABC). Making Strides is the American Cancer Society's premier walk event to raise awareness and funds to fight breast cancer.

Nickie Siegel, 2008 MSABC chairwoman and breast cancer survivor, will be Stride in Style's benefactor, and guest speakers Marla Weissler Dudak M.D. and Matthew Saady M.D will speak about breast care/diagnosis and radiology, respectively. Guests will also enjoy a fall fashion show with the latest hand-selected designer looks from the new Barbara Katz, the recently renovated designer specialty store in Boca Raton.

"We are aiming to raise \$20,000 with this luncheon to support the American Cancer Society's efforts in finding a cure for this devastating disease that will take the lives of over 2,400 women this year right here in Florida," said DCA and Barbara Katz President/CEO Steve Shullman. "We feel that Barbara Katz and its clientele can help make a difference which is why we anticipate Stride in Style becoming a yearly event."

All ticket proceeds for the luncheon will be donated to this effort to find a cure. Tickets for Stride in Style are \$100 per person and can be purchased by calling Denise at 561-994-8600. Barbara Katz will pledge a portion of every purchase of merchandise during the month of October by the Stride in Style attendees to MSABC. Additionally, DCA will donate a portion of every dollar spent at their centers by luncheon attendees for the entire year to American Cancer Society's fight to cure breast cancer.

The 3.1 mile 7th annual Making Strides Breast Cancer Walk of South Palm Beach will be held Saturday, October 18th beginning at Mizner Park Amphitheater, 590 Plaza Real, Boca Raton, FL, 33432. Last year over 3,500 people walked and raised \$345,000. MSABC is hoping to raise over \$375,000 this year. For information about the walk or to register, please call 561-394-7751 or email Maggie.gunther@cancer.org.

About Barbara Katz

Over the course of 50 years, designer specialty store Barbara Katz has outlasted and outpaced the majority of South Florida owned retailers. Once known for only special occasion wear, Barbara Katz has reinvented itself by undergoing a multi-million dollar

renovation and brand reinvention. Founded in 1958, Barbara Katz cultivated a loyal Florida shopping legacy that continues to draw customers from North Miami to Barbara Katz in Boca Raton today. Many area residents recognize and remember Barbara Katz for having possessed an extraordinary talent for merchandising and fashion salesmanship. The first Barbara Katz retail boutique began in North Miami and additional locations had gradually opened in South Miami and Plantation before settling into its flagship store located at 2200 Glades Road in Glades Plaza, Boca Raton. For more information, please call 561-391-1066 or visit www.barbarakatz.com.

About Diagnostic Centers of America

With medical facilities in Delray Beach and Boynton Beach, Diagnostic Centers of America has earned a national reputation for excellence in diagnostic imaging and radiological interpretations. DCA was one of the first facilities to bring digital mammography to the area, the first center to introduce a High Field Open MRI and have now brought the world's most advanced CT technology to South Florida. The CT's revolutionary cardiac imaging capabilities enable physicians to obtain clearer images of the heart and it can often take the place of a patient needing to go for a catheterization. Patients can have as much as 50 percent less radiation than other CT systems. DCA's radiology team consists of over 20 board certified radiologists with advanced fellowship training in all major sub-specialties and who have been widely published in peer-reviewed literature, authored books and actively lecture at local and international meetings. For more information, please call 561.496.6935 in Delray Beach or 561.736.3227 in Boynton Beach. www.DCAmedical.com

For more information on this story or to schedule a media interview regarding this story, please contact Kim Winker at The Gab Group, 561-750-3500 or email Kim@thegabgroup.com.

Media Contact: Kim Winker
The Gab Group
561-750-3500
Kim@thegabgroup.com



SOCIETY *Scene*

Scene & Be Seen • Palm Beach



Barbara Katz and Diagnostic Centers of America raise more than \$10,000 at "Stride in Style" Luncheon for American Cancer Society
photos by Aaron Bristol

1. Nickie Siegel, left, Abigail Lehman, Amanda Smith and Steve Shullman
2. Dr. Matthew Sandy, left, Mrs. Florida Jaclyn Stapp and Steve Shullman
3. Jennifer Collier
4. Hayst (Heidi) Neshelwat, left, and Mrs. Florida 2008 Jaclyn Stapp
5. Jennifer Witt, left, Julie Denning and Sheila Gabel
6. Mrs. Florida 2008 Jaclyn Stapp
7. Sheila Papillon Lipman modeling Barbara Katz fall fashions

