

First Vancouver Monogram Dinner by Design Kicks Off IDSwest *New social experience fundraiser spreads across Canada*

Vancouver, BC (August 20, 2013) – GE Monogram Dinner by Design is a series of fundraising dinners and cocktail parties hosted by well-known interior designers and members of the design community for the benefit of local charities. Originally launched in Ontario, the series is making its way across Canada and on September 16-17, 2013 The Social Concierge will produce Vancouver's first Monogram Dinner by Design in partnership with Interior Design Show West (IDSwest) to benefit the Dr. Peter AIDS Foundation.

The two-day event showcases design luminaries and culinary giants in a feast for the senses as ten designers are challenged to each create an extraordinary dining environment within 24 hours for ten guests to enjoy a three-course meal from Culinary Capers.

This years' collection of designers include ten of the West Coast best, such as: Kelly Deck Design, Craig Stanghetta (St. Marie), Amanda Forrest Design, Robert Blaney Design, Moeski, Medina Design, and Evoke.

"Through Monogram Dinner by Design, we have established a successful fundraising initiative supported by the design community in Ontario," said Philippe Meyersohn, GM, Marketing and Training, MC Commercial Inc. "We're thrilled to have some of Vancouver's top talent showcase their unique designs while supporting the Dr. Peter AIDS Foundation."

"Monogram Dinner by Design aims to redefine the traditional fundraising cocktail dinner party, elevating the sensorial experience at the same time as hosting well-known interior designers, and members of the design community," said Tyson Villeneuve co-producer, The Social Concierge. "This will be a unique and utterly exclusive social experience, all in the name of a good cause!"

Over the course of two days, guests revel in a series of events under one roof, including;

- **Cocktail Art! & Media Preview** – Designers and guests mingle during this dazzling display of amazing tablescapes, Monday, September 16, 8 p.m. – 1 a.m.
- **Public Viewing** - The design installations will be open to the public for a preview and catered lunch, Tuesday, September 17, 11 a.m. – 3 p.m.
- **Monogram Dinner by Design** – Fundraising gala dinner in support of The Dr. Peter AIDS Foundation, Tuesday, September 17, 6:30 p.m. – 1 a.m. Tickets and more info: www.dinnerxdesign.com

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About Monogram Dinner by Design: www.dinnerbydesign.ca

Monogram Dinner by Design brings together internationally celebrated designers and local talent to create three-dimensional dining installations that awe, inspire and delight. These extraordinary dining environments—from the lavish and romantic to the outrageous and whimsical—set the stage for two days of fun and fascination. Established in Ontario the dining fundraiser series now spreads across Canada.

About The Social Concierge: www.thesocialconcierge.com

The Social Concierge is a boutique branding and marketing agency that specializes in consistently delivering unique, premium strategies to a select range of experientially-focused clients. They create and execute a portfolio of designer in-house events and tailored hosting programmes for special guests both locally and abroad. The Principles have decades of experience designing, producing, and executing premium events that delight the senses. From the Olympic and Paralympic Winter Games, the international event phenomenon Le Diner en Blanc and the global TEDx movement to name a few, The Social Concierge is impassioned with pushing creativity, culture, the arts, and social fabric forward.

About IDSwest: www.idswest.com

For almost a decade, Interior Design Show West (IDSwest) has showcased the best in interior design from Vancouver, North America, and the world. Since doors first opened, thousands of design-savvy consumers, trade professionals and media have used IDSwest as an annual design hub and meeting place. IDSwest is a sophisticated celebration of contemporary interior design, blending hundreds of world class exhibits, collaborative features and presentations by your favourite design icons.

About Dr Peter AIDS Foundation: www.drpeter.org

The Dr. Peter AIDS Foundation provides interdisciplinary treatment and support at the Dr. Peter Centre for people whose lives are impacted by HIV/AIDS and the additional challenges of addiction, mental illness, poverty, malnutrition and homelessness. The Dr. Peter Centre takes an innovative approach to clients' complex care needs, offering specialized nursing care, art and music therapy, counselling, recreation and nutritious meals. Care to end AIDS.