

Supermodels Take to Runway to Fight Childhood Cancer

Canadian Coco Rocha joins other Elite models in fundraising event started by 11-year-old Barrie girl

By DIANA HUBERT
Epoch Times Staff

BARRIE, Canada—New York, Toronto and Barrie came together this Sunday as hundreds of volunteers and Canadian supermodel Coco Rocha put on a fashion show to support the 2009 Sears National Kids Cancer Ride.

It was a lively evening in which the fashion elite joined families affected by cancer and supporters to raise money in support of ending children's cancer at the Roxx night club in Barrie, about an hour's drive north of Toronto.

The evening featured a fashion show with 20 Elite Model Management models from New York as well as Coco Rocha, who strutted the runway wearing Nygard, Liz Claiborne and Natural Apparel.

Drew Parker, a singer/songwriter from Barrie opened up the

show with old time favourites as well as two popular songs off his new album "On My Way Home" (www.drewparker.com).

It was 11-year-old Erica Campbell who instigated the event. Her life has been touched by her friend Adam who has been battling leukemia for two years. Her supportive parents Linda and David Campbell, the Coast to Coast foundation, as well as sponsors and supporters, helped her put together this event in which 100 percent of the profits will go towards fighting children's cancer.

Erica wanted people to stop and think about the children who aren't riding their bikes, or playing hockey, but who are fighting for their lives.

Supermodel Coco Rocha, who has traveled the world and modeled for some of the biggest names in fashion such as Marc Jacobs, Versace, and Prada, was very

excited to be involved in the event. She praised her little cousin Erica for her involvement and commitment to the cause.

"It's been interesting to see how a little community in Barrie and Toronto and New York get together and try to raise awareness for kids with cancer," said Rocha, who appeared on the cover of Elle Canada in March.

"This is the first of many; we hope to make this a yearly event!"

The 2009 Sears National Cancer Ride is one of the largest charity cycling events for childhood cancer in the world. The ride will start in Vancouver on June 13 and end on June 24. Thirty-six national riders will take part in the 7,000 mile journey across the country ending in Halifax and stopping in many towns and cities along the way. Over 10,000 families will have a chance to participate in the event in hopes of inspiring children battling cancer.

Louisa Cantlon who is part of the Coast to Coast foundation, a Canadian organization whose mission statement is to improve the survival rate and the quality



A model walks the runway Sunday night in Barrie. Twenty models from New York and Toronto with Elite Model Management descended on Barrie to support the cause of fighting childhood cancer championed by 11-year-old Erica Campbell. THE EPOCHTIMES

of life of children with cancer, said that one of the best features of the event is that it breaks the isolation associated with childhood cancer.

"You're fighting for your life, and all you really want is to be normal and I know from experience that when families hear what we're doing, they're overwhelmed that a foundation, a group of riders, a group of volunteers, and a group of models would want to come together to come support them."

Cantlon said that Canadians should know that childhood cancer is the leading cause of death of children in Canada and that more children will die of cancer than all other paediatric illnesses combined.

"Childhood cancer is very different than adult cancer. Kids un-

der the age of 19 are in an incredible growth period, their bodies are growing, they're going into puberty, so when you treat these bodies with chemotherapy and radiation, there become long term serious effects," she said.

Despite the hardships, Cantlon made sure to highlight the positive side of the disease. She said that children who survive the disease go on to do amazing things with their lives.

"They learn how precious life is and when you learn those lessons young, you just go through life thinking, why can't I do this? Why wouldn't I succeed in doing that? They become supersized in what they can do," she said.

"They're just mature beyond their years because when you're eight years old and you've already faced your own mortality, what the heck is left to scare you?"

For more information about how to get involved, or donate, visit www.nationalkidscancerride.com and www.coasttocoastagainstcancer.org



Speaking of Fashion

Musings on a Muse

By MIRIAM SILVERBERG

Anyone who loves fashion as I do (and you wouldn't be reading this column if you didn't), should get to the Metropolitan Museum of Art in Manhattan immediately. They have the most wonderful exhibit, "Model as Muse," about the synergistic relationship between the great fashion photographers and the supermodels of the various eras who inspired them.

The exhibit consists of rooms of beautiful couture and pictures and bios of the models who wore them. Against one wall you can see snippets of the film "Funny Face" and the greatest fashion icon of them all, Audrey Hepburn.

I remembered so many models: Lisa Fonssagrives-Penn (her husband, Irving Penn, was one of the greatest fashion photographers), Sunny Harnett, Dovima, Dorian Leigh, and my two personal favorites—Jean Patchett and Susy Parker.

It seems to me that the iconic fashion photographs of the past—such as Dovima with Elephants; Jean Patchett on the cover of Vogue with her face blanked out so that all you see are her eyes, mouth, and famous mole; and Sunny Harnett at the roulette table—could not be done today. The reason is that back in the 1940s and '50s, models were

grownups. They had beauty, lady-like looks, and the grace, poise, and carriage you expect. Today, and it started with the Youthquake of the 1960s, you've got 13-year-olds made up and tarted up to look like adults.

They may be beautiful or quirky but they don't look like models. They couldn't inspire any photographer. Titillate, yes. Inspire, no. Penelope Tree modeled when she was 13. She was very thin with quirky looks, but she didn't look like a model. Twiggy notwithstanding, there are very few 14- or 15-year-olds who have the allure or poise or manner required of a great model. Even the great Carmen Dell'Orefice, much in demand today in her 70s, is much more sophisticated and arresting now than when she started at 13. The great trinity of supermodels—Linda Evangelista, Christy Turlington, and Naomi Campbell—all edging 40, have more chic today than when they started. And, of course, Lauren Hutton who's over 60.

Sadly, I couldn't help but notice that among the women viewing the exhibit, few even seemed to aspire to that level of beauty and poise.

Miriam Silverberg is a freelance journalist and the owner of a boutique publicity agency in Manhattan, Miriam Silverberg Associates. She may be reached at



LAYER WITH A LIGHT JACKET: Models walk the runway during the Silvan Heach Spring/Summer 2009 Fashion Show at Magna Pars Nov. 13, 2008, in Milan, Italy. VITTORIO ZUNINO CELOTTO/GETTY IMAGES



NATURAL FABRICS: Italian designer Miuccia Prada for Miu Miu offers natural, breathing fabrics at the Spring/Summer 2009 ready-to-wear collection show in Paris, on Oct. 5, 2008. PIERRE VERDY/AFP/GETTY IMAGES



LIGHT AIRY FABRICS: A creation by Israeli-U.S. designer Albert Elbaz for Lanvin features fabrics that will feel cool during the Spring/Summer 2009 ready-to-wear collection show in Paris, on Oct. 5, 2008. FRANCOIS GUILLOT/AFP/GETTY IMAGES

Sun Dressing

By DIANA MATHIAS
Epoch Times Staff

Memorial Day marks the beginning of the summer season with picnics, beach trips, and all kinds of warm-weather fun. Have you gone through your closet and pulled out all the winter clothes and followed that sage advice to give away anything you have not worn in the last year? Have you brought out your summer clothes, looked them over, and decided what new pieces you need to add for this season?

Shorts and sandals have sprung up everywhere as if people just can't wait to shed their winter wear. But dressing for

summer doesn't give anyone the license to expose underwear or parts of their bodies that others really don't need to see. Let's step into summer staying cool and well-groomed at the same time.

Three factors are important to presenting a cool, composed look: choosing fabrics, using layers, and taking care of our bodies.

When it comes to fabrics, the wrinkle-free benefit of polyester is canceled out by its insulating, non-breathable characteristic. Cotton, on the other hand, allows air to circulate and lets perspiration evaporate, thus cooling us down. Linen is another

natural, breathable fabric that is a good choice for both casual and more businesslike summer clothing.

Silks are light and come in such lovely bright colors that they are tempting to wear in summer. But I think they are best if they are loosely fitted or worn in air-conditioned offices and restaurants since they can be ruined if the wearer gets too hot.

Layering lets you make adjustments as the environment changes from exposure to the sun to indoor air conditioning, and from midday heat to evening cool. Starting your outfit with a shell offers a cool option when you are walking outside or waiting in a stuffy room. Check for visible bra straps before leaving the house to make sure the outfit looks polished.

Next, add a light shirt as the second layer. This can provide a cover when you don't want to

show your bare arms or if you move into the shade. It also acts as a skin protector when you are out in the sun. And finally a light jacket or a sweater will provide the warmth you might need when the sun goes down and the evening air cools, or when you are in a building where the air conditioning is turned up.

The third point is to pay attention to feet and elbows—those areas that have been covered all winter and now are open to public view. You can enjoy a professional pedicure to get your feet in top shape, or set aside time to do it yourself at home. It helps to make an appointment with yourself to be sure to do it. And exfoliate the rough skin from your elbows at the same time.

The summer season can become a time of sharing our beauty with the rest of the world by just giving a little bit of care to the way we look.

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