



**Girls Incorporated®  
of Northwest Oregon**

For immediate release:  
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**Dionne Warwick  
Music Legend and World Humanitarian**

**Is Special Guest Designer For Power of the Purse, 2010**

13 Additional Local Celebrities and Purse Designers Collaborate to  
Create Unique Handbags to Benefit Girls Inc. of NW Oregon

**Girls Inc. - Inspiring All Girls to be Strong, Smart, and Bold**

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**Portland**—Thirteen Portland celebrities and community leaders along with international music legend Dionne Warwick are teaming up with local purse designers to create one-of-a-kind handbags to benefit Girls Incorporated® of Northwest Oregon, a local non-profit that works to inspire all girls to be strong, smart and bold.

Purse designers work directly with each celebrity in the construction of their unique handbags, which will be auctioned off during the fund-raising event featuring girls from the Girls Inc. programs on April 30<sup>th</sup> at the Portland Art Museum. KGW Channel 8's personality Brenda Braxton will host the event and Dionne Warwick will attend.

Ms. Warwick's status as a musical icon and humanitarian is legendary. With her own star on the Hollywood Walk of Fame, she continues to work tirelessly with various organizations dedicated to empowering and inspiring others. Included in these efforts is previous work with the Washington DC chapter of Girls Inc, headed up by Alma Powell, wife of former Secretary of State Colin Powell. Dionne will draw inspiration for her purse design from a quote from her grandfather "If you can think it, you can do it", featured in her children's book *Say A Little Prayer*, written specifically to encourage children to reach for their dreams.

Local "purse-o-nality" Joey Harrington, NFL Quarterback, is one amongst 13 local participants (full list below) and comments, "I never thought I'd be designing a purse in my career but when I heard about Girls Inc and the great things they do to empower girls, I knew I could get creative enough to help the cause. Giving these young girls the tools to grow up strong and confident enough to pursue their goals is something I am very proud to get behind."

**Girls Inc of NW Oregon** is a non-profit organization dedicated to inspiring all girls to be strong, smart, and bold. As a local affiliate of the national Girls Inc. organization, it provides vital educational programs to millions of American girls, particularly those in high-risk, underserved areas. In 2009, Girls Inc. of NW Oregon served 1,000 girls and their families through after school-based empowerment programs and year-round enrichment and skills building programs. The Girls Inc “Allies in Action” program, which teaches conflict-resolution skills in school girl-to-girl aggression situations, takes on special meaning with the inclusion of Dionne Warwick this year, who made popular the well-known song “That’s What Friends Are For.”

Newly appointed Girls Inc Executive Director Elizabeth Nye comments, “I am so excited to be part of an organization that encourages girls to go for it all--from simply feeling good about themselves or being the first in their families to go to college, to pursuing careers in male-dominated industries or giving a speech in front of hundreds of people. Our girls are changing the world we live in and we at Girls Inc. are proud to be able to provide them the skills and resources to do so”.

The 14 celebrities and community leaders and their purse designers are:

<p><b>Dionne Warwick - International Music Legend</b> w/ <b>Minou Minou Boutique</b></p>
<p><b>Susan Sokol Blosser - Founder, Sokol Blosser Winery</b> w/ <b>Elizabeth Rohloff</b></p>
<p><b>Mike Chase and Amy Faust</b> <b>Morning Show Hosts, 99.5 The Wolf</b> w/ <b>Diamond 57</b></p>
<p><b>Lori Woolfrey -Co-founder Oregon Chai</b> w/ <b>Sha Montana and Eyefun</b></p>
<p><b>Joey Harrington – NFL Quarterback</b> w/ <b>Talitha Leather</b></p>
<p><b>DJ Wilson</b> <b>President/General Manager of KGW Media Group Portland</b> w/ <b>Naturally Knotty Designs</b></p>
<p><b>Lynne Greve – VP/Creative Director, Carl Greve Jewelry</b> w/ <b>Minou-Minou</b></p>
<p><b>The Brown Sisters - Gospel a Capella Singers</b> w/ <b>Mugwump</b></p>

**Dr. Elizabeth VanderVeer - Founder, The VanderVeerCenter  
w/ Naturally Knotty Designs**

**Rose City Rollers - Pioneers in the Re-birth of Roller Derby  
w/ Ellington Leather**

**University of Portland Pilots - Women's Soccer Team  
w/ Mi Mo Handbags**

**Sue Levin  
Oregon Executive Director of Stand for the Children;  
Founder and Former CEO of Lucy  
w/ Jayne Max**

**Kenneth Pogson and Tres Shannon  
Founders, Voodoo Doughnuts  
w/ Style Sisters Studio**

**Gwyneth Gamble Booth  
Chairman of the Portland General Electric Foundation  
w/ Mi Mo Handbags**

Power of the Purse will be held Friday, April 30th from 5:30 p.m. to approximately 10:00 p.m. at the Portland Art Museum's Kridel Ballroom. This year's new fashion show format will feature 14 Girls Inc. girls modeling the purses in the live auction, a silent auction, a wall of wine and a retail boutique including 16 women-founded shops donating 40% of their proceeds from evening sales to Girls Inc. Individual tickets are \$125 each and include heavy appetizers and beverages, and patron sponsorship is \$1,500. Tickets can be purchased by calling Girls Inc., 503-230-0054, or by purchasing online at [www.girlsincnworegon.org](http://www.girlsincnworegon.org).

With roots dating to 1864 and national status since 1945, Girls Inc. has responded to the changing needs of girls through research-based programs and public education efforts that empower girls to understand, value, and assert their rights. In 2008, Girls Inc. reached nearly 900,000 girls through Girls Inc. affiliates, website, and educational publications. Programs were offered through a network of over 1,700 program sites in 140 cities in the U.S. and Canada.

The purpose of these programs – specifically designed for girls ages 8-16 – is to expand girls' capacity for confident and responsible adulthood, economic independence, and personal fulfillment. The compelling voices and perspectives of girls are woven throughout the organization's work, which includes engaging programs, original research that highlights underlying causes and effective solutions for girls' issues, and persuasive advocacy at both local and national levels.

**Contact for media features and materials:**

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