



**FOR IMMEDIATE RELEASE**

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**THE DESIGN CENTER AT THE MERCHANDISE MART UNVEILS ITS 7<sup>th</sup>  
ANNUAL DREAMHOME APRIL 13**  
***Preview Party Benefits The University of Chicago Cancer Research  
Foundation Women's Board***

**CHICAGO (March 7, 2011)** – Celebrating its 7th anniversary, the Design Center at The Merchandise Mart's DreamHome™ will be unveiled at an elegant Preview Party, Wednesday, April 13, 6-9pm benefiting The University of Chicago Cancer Research Foundation (UCCRF) Women's Board. Guests at the DreamHome Preview Party will be the first to see the design house, meet the designers and support the UCCRF Women's Board in its mission to *make cancer a thing of the past*.

Founded in 1947, the UCCRF Women's Board is committed to funding some of the world's most innovative programs in cancer research. Proceeds raised at the DreamHome Preview Party will support the activities of the University of Chicago Cancer Research Center in its efforts to recruit new scientists to the University of Chicago and to develop world-class research programs investigating the treatment and prevention of cancer.

"We are very excited to partner with the Merchandise Mart in our efforts to fund pediatric cancer research, specifically neuroblastoma, a cancer found in very young children that affects part of the nervous system controlling heart rate, breathing, blood pressure and digestion," said Joan Crouch, one of the co-chairs of the DreamHome Preview Party.

DreamHome provides inspiration to design professionals, exposure to discerning consumers for showrooms, manufacturers and sponsors and appreciation for high-end interior design to the Chicago area and beyond. This year's DreamHome is stylish, yet timeless blending luxury home furnishings from the Design Center showrooms with clean lines to create an awe-inspiring space. In addition, DreamHome will serve as the backdrop for private events throughout the year...proving once again that it's more than just a show house.

“It is so rewarding working with the UCCRF Women’s Board for the DreamHome Preview Party. The evening promises to be charitable and glamorous—providing guests the opportunity to meet the interior designers and get a preview of their nine beautiful rooms. We’re so proud that DreamHome will help make a difference in the UCCRF Women’s Board’s fight against cancer, “said Julia Chappell, managing director of marketing for the Design Center.

“This year’s opening night party will showcase an exciting DreamHome, both in and outside – creative interiors, cocktails, a blues band, golf swing and putting analysis,” commented Jean Atchison, who is also chairing the DreamHome Preview Party.

DreamHome Preview Party Tickets are available for \$110 a person, \$180 a couple, or \$750 for a group of ten. For more information about the UCCRF Women’s Board or to purchase Preview Party tickets directly call 773.702.6566 or visit [www.cancerboard.org](http://www.cancerboard.org).

DreamHome will be open to the public from April 15 – December 9, 2011, weekdays 10 a.m.–5 p.m. and Saturdays 10 a.m.–3 p.m. Visitors will have the opportunity to make a voluntary \$1 donation to benefit the UCCRF Women’s Board initiatives. For more information about this year’s DreamHome, including group tours and event opportunities, visit [martdesigncenter.com](http://martdesigncenter.com) or call 800.677.MART (6278).

#### **ABOUT THE DESIGN CENTER™ AT THE MERCHANDISE MART**

The Design Center at The Merchandise Mart, located in Chicago’s historic Merchandise Mart, is home to four floors constituting the world’s largest and finest design center. As a leader in the \$65 billion residential home furnishings market, The Design Center offers the largest presentation of high-end, couture, home furnishings worldwide, all under one roof. Encompassing 900,000 square feet, boasting 150 showrooms and featuring more than 2,500 product lines, it is the design professional’s ultimate resource for luxury furniture, fabrics, floor coverings, wall coverings, lighting, antiques and much more.

The Design Center’s Designer Portfolios are a unique online resource for homeowners to learn about working with a design professional and help them find the perfect designer to match their tastes, expectations and budget. More than 80 area design professionals are featured in the online Designer Portfolios, with his or her own web page featuring their design philosophy, area(s) of specialty, project photos, fee structure and more. Designer Portfolios can be easily accessed by visiting [www.merchandisemartdesigncenter.com](http://www.merchandisemartdesigncenter.com) and clicking on the Designer Portfolio logo.

MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

**Vornado Realty Trust**, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado’s common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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