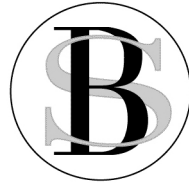


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FOR IMMEDIATE RELEASE

CONTACT:

Elizabeth Rosenthal

Susan Blond, Inc.

Phone: (212) 333-7728 x105

erosenthal@susanblondinc.com

CINDY CRAWFORD AND RANDE GERBER TO CO-CHAIR DIFFA'S DINING BY DESIGN NEW YORK 2010

The event will kick off in New York City on Thursday, March 18th alongside the Architectural Digest Home Design Show

New York, NY (March 2010) – DIFFA: Design Industries Foundation Fighting AIDS will launch DINING BY DESIGN with 5-days of events running concurrently with the Architectural Digest Home Design Show at Pier 94, 12th Ave. at 55th Street in New York City on Thursday, March 18th through Monday, March 22nd. This year, **Cindy Crawford** and **Rande Gerber** will host the gala dinner in New York. **DIFFA's DINING BY DESIGN** will bring together some of the most talented and celebrated individuals in the worlds of fashion, interior design, art, and architecture to create spectacular, over-the-top dining environments.

The multi-city tour, which in past years has raised more than \$13 million for DIFFA, will feature awe-inspiring dining installations by design luminaries such as David Rockwell for Rockwell Group, David Stark for Benjamin Moore, Michael Tavano for New York Design Center, Poggenpohl for MMPI, David Beahm for Continental Airlines, Moore & Giles for Architectural Digest, Walt Disney Signature, Kravet Inc., Joseph Carini for Carini Lang, Alfredo Paredes for Ralph Lauren Home, Vicente Wolf for Artistic Tile, 2Michaels, Bradley Stephens, Eric Warner, Shelly Sabel Designs, Tracy Reese and Kiril Kirov Razortooth.

Sponsors include Benjamin Moore, The New York Design Center, Merchandise Mart Properties, Continental Airlines, HP computer company and Cindy Crawford Style™, exclusively at JCPenney. Media sponsors include *Architectural Digest*, *The New York Times* and *Manhattan Magazine*.

Once again the Student Design Initiative presented by Benjamin Moore returns to DBD New York. Participating design schools include: FIT with mentor David Stark, Pratt with mentor Marc Blackwell, SVA with mentor Miles Redd, NYU with mentor David Rockwell and NYSID with mentor Michael Tavano. Design mentors guide their student team through the creative process from conception to execution, working within a strict budget. The goal of the Student Design Initiative is to give the next generation of great designers the rare opportunity to work with some of the best design veterans in the business and participate in one of the industry's most anticipated events.

DINING BY DESIGN will once again feature TABLE HOP & TASTE on Sunday afternoon. Ticket buyers will be able to view the amazing design installations and savor culinary treats from New York's top restaurants and gourmet food purveyors including: Centrico, Bella Cucina Artful Foods, Borne Confections, Buddakan, illili, Kittichai, Murray's Cheese and North Square.

"We are very excited to have such a committed and dynamic group of designers and sponsors on board for DINING BY DESIGN 2010," said David Rockwell, DIFFA's Chairman of the Board. "With this group of talented individuals DIFFA will be able to raise significant funds to grant to worthy organizations nationwide providing preventive HIV/AIDS education and direct care services."

Guests at the gala dinner on Monday, March 22nd will dine within the design installations, making the event a truly unique experience for all who attend. Following DINING BY DESIGN New York, DINING BY DESIGN will travel across the country to various cities.

The schedule of events for DINING BY DESIGN New York is as follows:

SPECIAL PREVIEW OF ADHD SHOW & PUBLIC TABLE VIEWING

Thursday, March 18 10AM-6PM

Preview the Architectural Digest Home Design Show and shop from 300 brands offering special deals and incentives valid only at the show. Guests will also have an opportunity to view the incredible DINING BY DESIGN dining installations. Tickets are \$95 and include a one-year subscription to *Architectural Digest*, an exclusive gift bag from Sunbrella and access to a wine reception presented by Mionetto Wines hosted by Poggenpohl from 5PM-6PM.

PUBLIC TABLE VIEWING

Friday, March 19 10AM-7PM; Saturday, March 20 10AM-6PM; Sunday March 21st 2PM to 6PM.

Guests are invited to view the amazing installations. Open to the public on Friday and Saturday with a \$25 donation to DIFFA. Tickets include admission to the Architectural Digest Home Design Show. Free to students with a valid student ID.

COCKTAILS BY DESIGN

Thursday March 18; 6PM-10PM

Designers and guests mingle, preview the designers' creations and sip superb libations. Tickets are \$150 per person available online at diffa.org. Includes admission to the Architectural Digest Home Design Show.

TABLE HOP & TASTE

Sunday, March 21; 11AM-2PM

Ticket holders view the amazing design installations and savor culinary treats from New York's top restaurant and gourmet food purveyors. Tickets: \$60 per person available at diffa.org. Includes admission to the Architectural Digest Home Design Show.

GALA DINNER

Monday, March 22; 6:30PM-11:00PM

Table-hopping and gala guest seating in the design installations for a luxurious dinner, followed by dancing, dessert and a silent auction filled with luxury goods and experiences. Platinum Tables - \$24,000, Hosted Gold Tables - \$12,500, Hosted Designer Tables - \$10,000. Individual gala dinner

tickets at Club tables are \$500 per person. Designer tables and tickets are available online at diffa.org.

For more information or to purchase tickets, please visit www.diffa.org or call 212-727-3100.

About DIFFA

DIFFA: Design Industries Foundation Fighting AIDS is one of the largest funders of HIV/AIDS service and education programs in the United States. Since being founded in 1984, DIFFA has mobilized the immense resources of the design communities to provide over \$38 million to hundreds of AIDS service organizations nationwide. For more than 23 years, DIFFA has been one of the country's largest supporters of both direct care for people living with AIDS and preventative education for those at risk.

For more information visit **diffa.org**.

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