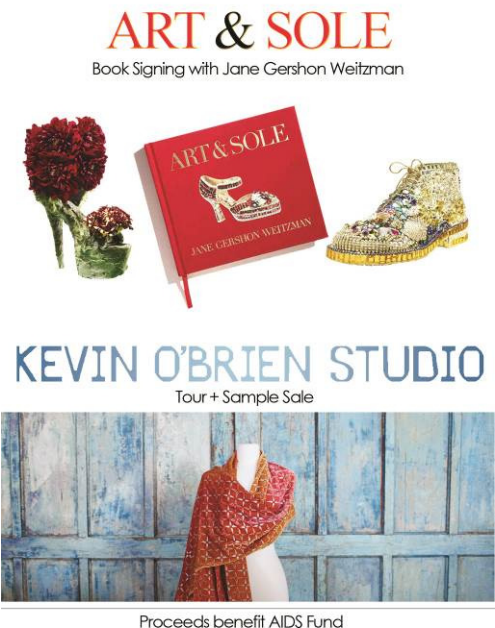




**For Press Information:**  
Cari Feiler Bender, Relief Communications, LLC  
610-527-7673 or [cari@reliefcomm.com](mailto:cari@reliefcomm.com)

## **AIDS FUND IS HOSTING AN “ART & SOLE” BOOK SIGNING AND SHOPPING EVENT**

**PHILADELPHIA – April 16, 2014 – AIDS Fund** is hosting a book signing, shopping event, and discussion with Jane Gershon Weitzman about her book, “**Art & Sole,**” showcasing approximately 150 of the more than 1,000 fantasy shoes she discovered and commissioned for display at the Stuart Weitzman retail shop on Madison Avenue. Guests will receive a signed copy of “**Art & Sole**” and a gift bag which will include a Kevin O’Brien Studio scarf. With the event taking place at Kevin O’Brien Studio, guided tours of the studio and a private sample sale for guests will make this an evening not to miss! The event will be held Wednesday, May 14, 2014, from 5:30 to 8:30 pm.



Presentations by Jane will begin at 6:15 pm. Raffles, cocktails, and small bites top off the evening. Tickets are \$40 in advance or \$50 at the door. Proceeds benefit AIDS Fund. For tickets and information please call 215-731-9255 or visit [www.aidsfundphilly.org](http://www.aidsfundphilly.org).

The perfect book for shoe lovers, fashionistas, and art aficionados, **Jane Gershon Weitzman’s “Art & Sole”** features shoes made from highly unique materials—feathers, papers, ceramic, metal, resin, playing cards, corrugated cardboard, Swarovski crystals, even fresh flowers and frosting—and their intricate construction is remarkable.

**Jane Gershon Weitzman** was the executive vice president of Stuart Weitzman and the first vice president of Stuart Weitzman Retail. She spearheaded philanthropy for the company by generating

– more –

funds to support breast and ovarian cancer research and awareness. Her efforts were brought to life through innovative charity events on the brand's website, such as the Stuart Weitzman Celebrity Breast Cancer Shoe Auction, and its retail stores. She serves on the Trust Board of the Boston Children's Hospital.

As a painter, **Kevin O'Brien**'s goals were to add beauty to the world and meaning to his own life. O'Brien believes that "with beauty and meaning, inspiration comes naturally, often, and from everywhere." O'Brien's start was in painting but he quickly realized that novice artists had a hard time selling their work. A friend suggested he get some silk to use as a canvas that she would then sell as a scarf. He promptly went to purchase some polyester instead of silk, painted it, and was able to get Barneys of New York to place and order. From there, Kevin O'Brien Studio was born. Today, with real silk and the help of a handful of trusted collaborators and employees, the studio creates some of the most elegantly unique, beautiful decorative pillows, scarves, and bedding in the industry.

AIDS Fund produces a variety of fundraising and awareness programs throughout the year, including AIDS Walk Philly, AIDS Run Philly, GayBINGO!, Black-Tie GayBINGO!, World AIDS Day, and Workplace Giving Campaigns. The AIDS Fund grant program supports partner organizations in the Philadelphia Region that provide AIDS and HIV-related services, education, and prevention including increasing public awareness of HIV/AIDS issues. AIDS Fund is also the Philadelphia affiliate of The Names Project, curating panels of The AIDS Memorial Quilt for a local audience. **The 28th Annual AIDS Walk Philly will take place on Sunday, October 19, 2014.** Contact AIDS Fund at 215-731-9255 or [www.aidsfundphilly.org](http://www.aidsfundphilly.org). Follow AIDS Fund on Facebook and Twitter: [www.facebook.com/AIDSWalkPhilly](http://www.facebook.com/AIDSWalkPhilly), [www.facebook.com/gaybingophilly](http://www.facebook.com/gaybingophilly), and [twitter.com/AIDSWalkPhilly](http://twitter.com/AIDSWalkPhilly).

###

**EDITOR'S NOTE: High-resolution photos available upon request by emailing [cari@reliefcomm.com](mailto:cari@reliefcomm.com)**