

# citylife

Parties, Culture & Society

## Ad Women's AdBall

A benefit for Dress for Success



AMORYN ENGEL

One of the few delights of an otherwise blah January was the AdBall at the Fermenting Cellar in Toronto's Distillery District. The sizzling event, with its Fashion Fetish theme, was overseen by stunner **Amanda Alvaro**. As the grand finale event of AdWeek 2010, the AdBall was the first ever communications-industry gala hosted by Ad Women of Toronto.

Big-time ad execs came out in droves, throwing off major heat with blond bombshells in tow — few of whom I'd ever seen on the party circuit. Refreshing! It was a *Mad Men* tour de force, with perfectly put together Don Draper types sipping cocktails and sampling delicious hors d'oeuvre from Buca Kultura/Nyood, Berber Lounge, Daniel et Daniel,

Tricia Soltys and Micha Goddard, both with Narrative Advocacy Media.

Jason Dehni, Scotiabank, with Canada AM host Seamus O'Regan.

Merci Mon Ami and Lobby. Wearing a fabulous tight black number, **Jeanne Beker** emceed the fashion show as "Ad men" strutted their stuff in **Harry Rosen** threads and the ladies showed off gorgeous looks by designer **Andy Th  Anh**.

Among those making a splash were the dashing **Anthony Lacavera**, chairman, event sponsor Wind Mobile; **Gillian Graham**, CEO, Institute of Communication Agencies; a swank-looking **Seamus O'Regan**, CTV; **Perry Dellelee** of event sponsor Wildeboer Dellelee; **Jessica Roelink**, director, Dress for Success Toronto; **Jason Dehni** of event sponsor Scotiabank; Ad Women of Toronto committee member **Laurie Sloan**; and **Lindsay Mattick Davidson**, director of PR, Narrative Advocacy Media.

"AdBall made a sensational debut on Toronto's gala circuit," said Ad-Ball chair Alvaro, managing director, Narrative Advocacy Media. "In this industry, you only get one chance to make a first impression, and standing out matters. Our sexy, sell-out event achieved both — in spades — and raised funds and profile for two meaningful women's initiatives."

The proceeds from the gala will go to Dress for Success Toronto, which since its inception in 2001, has outfitted more than 5,500 women in need with more than 27,000 quality suits, and also to Ad Women's mentorship programs, which help women achieve and maintain career success.

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PHOTOS BY AMORYN ENGEL



Kathryn Fitzwilliam, VP marketing resources, Maple Leaf Foods, and James Kabrajee, CEO, Marshall Fenn Communications, and board chairman, ICA.



Laurie Laykish, VP marketing and communications, Porter Airlines, with Geoffrey Roche, founder and chief creative officer, Lowe Roche.



David Rosenberg, Bensimon Byrne, with Lindsay Mattick Davidson, Narrative Advocacy Media.



Claude Carrier, VP planning, Bos, with Andrew Bruce, president and COO, Publicis Canada.



Stacey Farber, AdWeek event manager, with Dennis Edell, president and CEO, Partners + Edell.



Dawna Henderson, president, Henderson Bas, with Lise Monette, chief marketing officer, Ogilvy Renault, and Louisa Morgan, Henderson Bas.



Buca chef Rob Gentile.

Ad man Duncan Bruce.



Jason Dehni, Scotiabank, with Canada AM host Seamus O'Regan.



Jessica Roelink, director, Dress for Success Toronto.



Amanda Alvaro, chair, The Ad Ball, and Tony Lacavera, chairman, WIND Mobile, event sponsor.

Stephanie Pigott, director, Pirate Radio & Television.



One of the Fashion Fetish models.

Jacqueline Vong with Marcello Cabezas, culture producer, macIdeas.



Carolyn Ansley, Blo Blow Dry Bar, with Drew Wensley, VP, planning, Moriama & Teshima Architects.



Joshua Duguay and Justin Cheung, Blo Blow Dry Bar.



Jack Bensimon, president, Bensimon Byrne; Gillian Graham, CEO, Institute of Communication Agencies; Stephen Graham, chief marketing officer, Maple Leaf Foods.



Catherine Frank, Clean Sheet Communications, with Chris Robbins, chief customer officer, WIND Mobile.

Fashion Fetish model.

Jeanne Beker.

Ren e Lalonde, consultant, and Susan Willemssen, president, both with Siren Group Inc.