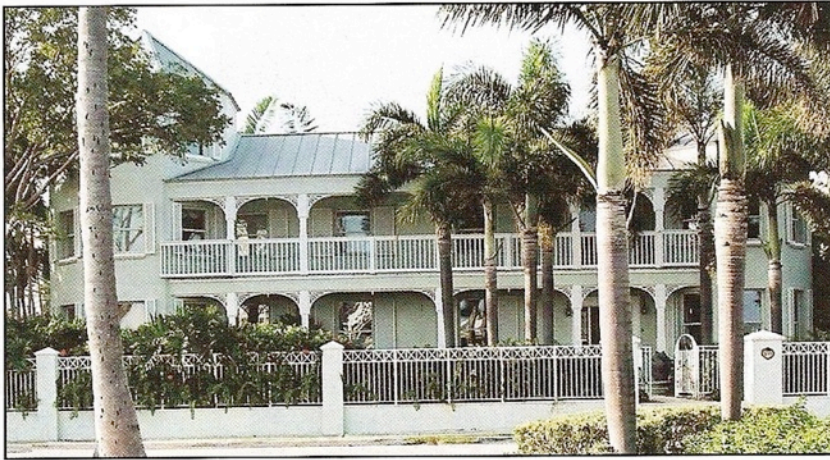




American Red Cross Designer Show House Opens

for Three Weeks in March in Fort Lauderdale's Idlewyld Neighborhood



Philanthropist Joe Piccirilli

A new breed of philanthropist has emerged, and with them, a new style of philanthropy. "The new philanthropist wants more of a stake in how the donated dollars are being spent," said Kathryn Cousins, director of development for the Broward County Chapter of the American Red Cross. "They want to be involved in the process."

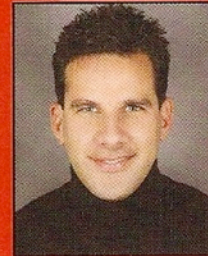
The latest example of the new breed is Joseph Piccirilli and the American Red Cross Designer's Show House. Piccirilli, co-founder of Sound Advice, a publicly held, 25-store, Florida-based home electronics specialty retailer, has "donated" his palatial home in Fort Lauderdale's Idlewyld neighborhood to serve as a palette for 21 acclaimed interior designers who will transform the residence, room by room, into a showcase of diverse designs. Once the designers have finished the transformation,



Kevin Marnell and Joseph Cortes
of Homelife Interiors



Jane Dagmi
of Jane Dagmi Designs



Joe Fava of
Fava Design Group

the house will open to the public from March 1 to 17. Ticket sales will benefit the American Red Cross.

The palatial estate, which is offered for sale at just under \$9 million, sits waterfront and reflects the style of an old Key West mansion. The house will be made available for private parties during the evenings, and many sponsorship opportunities remain.

In addition to donating the residence, Piccirilli has been involved in the selection of the designers. Over 50 designers applied for 21 openings by presenting mock-ups of their

planned designs to an official panel. "Joe was instrumental in choosing the designers," said Show House Chair Joanne Snead. "He's got quite an eye for it."

Philanthropists at all levels will assist. A group of three Art Institute of Fort Lauderdale students, guided by their instructor Norma Ayee, will transform the garage and laundry room areas of the show house into a boutique. The students, all members of the student chapter of the ASID (American Society of Interior Designers), will gain invaluable experience for themselves by working with the top designers in the area and learning how to create

and manage a project. The students have already enlisted the volunteer help of a dozen people, including a carpenter. But the main motivation for Ayee and her students is the chance to use their talents to give back to their community. "The American Red Cross does so much for our community, and we're thrilled to be able to use our talents to help the organization continue to deliver its much needed services to the community," said Ayee.

Designer show houses are not a new concept—there are many wildly successful show houses benefiting charities around the country. However, the Fort Lauderdale incarnation aims to benefit more than just the American Red Cross. "The show house, with its proximity to Downtown and its length of operation, will undoubtedly drive business into the city," said Bill Epps, CEO of the Broward Chapter. "We envision the show house as a staple in the community for years to come," added Epps. "A community event for the community, by the community and benefiting the community."

The Broward County Chapter of the American Red Cross is a local relief agency. They are the first to react to a major crisis, saving lives and restoring hope. Since 1918, the local Red Cross has balanced emergency relief with programs that promote preparedness. For more information on the designer's show house benefiting the Red Cross, call Diana Metcalf at (954) 797-3800, or visit www.arcbcc.org.



HGTV's Michael Payne



Joanne Snead



Kendall and Gilbert Spencer

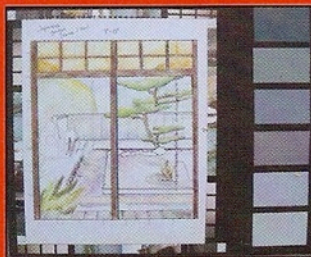
Designer Show House Committee Chairs

Local philanthropists Kendall and Gilbert Spencer will serve as Designer Show House Chairs and Joanne and Mark Snead as Design Chairs for the inaugural American Red Cross Show House. Design Chair Joanne Snead, owner of a successful design firm herself, has over 30 years volunteer experience creating designer show houses to benefit charities. "I'm doing this for two reasons," said Snead, "first, and foremost, to

help the American Red Cross of Broward County help disaster victims in our community, and second, to offer a unique venue to showcase the extraordinary talents of our area's designers." Michael Payne, hosts of HGTV's *Designing for the Sexes*, will serve as honorary chair of the show house and will be a special guest at the invitation-only preview party on Feb. 28.



Dana Donaty
of Dana Donaty Designs



Lower Level Hall by
Dana Donaty Designs



Michele Davis
of Interiors by Decorating Den