



***“MODEL BEHAVIOR” RAISES HOPE FOR A CURE AND
THOUSANDS OF DOLLARS FOR
THE LUPUS FOUNDATION OF AMERICA,
SOUTHEAST FLORIDA CHAPTER INC.***

WEST PALM BEACH, FL (October 19, 2010) – Some of the best role models in South Florida, the men from the Palm Beach County Sheriff’s office, strutted their stuff during a one-of-a-kind fashion show at B.B. King’s Blues Club at City Place in order to raise money for the Southeast Florida Chapter of the Lupus Foundation of America. The “Models of Success” charity fashion show raised \$22,000 with more than 150 attendees encouraging the men as they hit the runway and supporting the important mission of the Lupus Foundation.

The Palm Beach County Sheriff’s Office men traded in their “blue and gold” for modeling Bloomingdale’s fashion, as guests including Honorary Chair Sheriff Ric Bradshaw of the Palm Beach County Sheriff’s Office enjoyed a dinner and silent auction. Tim Byrd, “The Byrdman”, President of Voxpower.com voice-overs served as Master of Ceremonies.

The event was co-chaired by Dr. Maureen Whelihan and Attorney Gary Lesser. Dr. Whelihan is a board certified OB/GYN who has been practicing in both West Palm Beach and Wellington since 1997. Dr. Whelihan currently serves as the Immediate Past President of the Palm Beach County Medical Society and the Florida OBGYN Society. Gary Lesser is the Managing Partner at Lesser, Lesser, Landy and Smith, a South Florida personal injury law firm established in 1927. Mr. Lesser concentrates his practice in general personal injury matters and has handled numerous high profile cases including automobile injury, wrongful death and product injury among others, and he is the current Chair of the Palm Beach County Medical Legal committee.

Committee members included: Michelle Bacon and David Prather, Lytal, Reiter, Clark Fountain & Williams; Therese Barbera, PBSO; Martin Cass, Alpern Rosenthal; Kathryn Crabtree, Capital Guardian; Captain Carol Gregg, PBSO; Guy Fronstin, Law Offices of Guy Fronstin; Laura King, Ironstone Bank; Monte Lambert, Forte Interactive; Sheila Preischl, Marine Exhaust Systems; James Rota, Dazzle Creative Events; Linda Seyedin, Lesser, Lesser, Landy & Smith, PLLC; Lesley Shriberg, PBSO; and Paul Vattiato, Capital Guardian.

The event was sponsored by B.B. King’s Blues Club, Bloomingdales Palm Beach Gardens, Center for Sexual Health and Education, LLC; Dazzle Creative Events; Gordon & Doner, PA; Law Offices of Guy Fronstin; Lesser, Lesser, Landy & Smith, PLLC; Lytal, Reiter, Clark, Fountain & Williams; Marine Exhaust Systems; Palm Beach County Police Benevolent Association; Searcy, Denney, Scarola, Barnhart & Shipley, PA; and Weiss, Handler, Angelos & Cornwell, PA.

About Lupus

Lupus is an acute and chronic (lifelong) autoimmune disease in which the immune system is unbalanced, causing inflammation and tissue damage to virtually any organ in the body. Its health effects include heart attacks, strokes, seizures, miscarriages and organ failure. Ninety percent of the people with lupus are women and it is two to three times more common among African Americans, Hispanics/Latinos, Native Americans and Asians. The Lupus Foundation of America (LFA) estimates that more than 1.5 million Americans have some form of lupus.

The LFA is the nation's foremost voluntary health organization dedicated to finding the causes of and cure for lupus and providing support and services to all people affected by lupus. The Southeast Florida Chapter provides ongoing support, information and hope to any person touched by lupus throughout Brevard, Broward, Collier, Hendry, Indian River, Martin, Miami-Dade, Monroe, Okeechobee, Palm Beach and St. Lucie counties. For more information, please contact the Lupus Foundation of America, Southeast Florida Chapter at 561-279-8606 or info@lupusfl.org.