



NEWS FROM...

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FOR IMMEDIATE RELEASE

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EVENT
"CAW OF THE WILD"

WHEN
Thursday, December 4, 2008

WHERE
Bloomingdale's Palm Beach Gardens, Lilly Pulitzer Department

WHAT
Bloomingdale's Lilly Pulitzer shoppers raised \$2000 for Palm Beach Zoo during the recent "Caw of the Wild" event. Guests met Lilly Pulitzer designer Mira Jarvinen, as they shopped the Resort and Jubilee collections, and were joined by some of the colorful characters from Palm Beach Zoo including a snake, turtle, alligator, bird, and kinkajou. "Caw of the Wild" is the name of one of Lilly Pulitzer's signature prints in the Resort collection, and apropos for the event with the Zoo!

SPONSORS
Bloomingdale's at The Gardens Mall, Lilly Pulitzer Department

HIGHLIGHTS
The Zoo animals matched some of the new Lilly Pulitzer signature colors and prints!

##30##



(L-R) Laura Gallo (Bloomingdales), Kathie Comerford (PBZ Board Member), Dr. Dan Comerford (PBZoo Board Member-at-Large), and Mira Jarvinen (Lilly Pulitzer Dress Designer)



"Skittles" the Sun Conure at the Palm Beach Zoo