



All that glitter may be gold after all.

At least that was the case earlier this month during Macy's Glamorama 2013. The fashion extravaganza, in its 22nd year, was all about glitter and gold, with bright, vibrant colors taking center stage. But more than just a fashion showcase Glamorama was mostly about giving.

The over-the-top extravaganza that took place at the State Theatre, 805 Hennepin Ave., Minneapolis, served as a benefit for the Children's Cancer Research Fund (CCRF) – the largest single contributor to the University of Minnesota Masonic Cancer Center. CCRF's support enables researchers to continue their pioneering efforts in the prevention, diagnosis, treatment and cure of childhood cancers.

In 20 plus years, Macy's Glamorama has contributed nearly \$5 million to Children's Cancer Research Fund.

"Macy's is helping us to change children's lives by funding research that is changing the practice of medicine," said John Hallberg, CEO of Children's Cancer Research Fund. "We engage more people in our mission, and provide hope to more families, because of the support

## Macy's Glamorama 2013

Written by

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of Macy's, their retail associates, and their customers. Their partnership is truly making a difference."

This year's event was highlighted with special performances by renowned musical megastar, Sheryl Crow, Cirque du Soleil and Macy's iHeartRadio Rising Star contest winner, The Summer Set.

Topping the list of designers for this year's event were Jean Paul Gaultier, Philosophy, Rachel Rachel Roy, TALLIA Orange, Tommy Hilfiger, Weekend MaxMara, and Diesel. Attendees also got a first look at Macy's newest Impulse collection, Maison Jules, which launched at Glamorama.

Twelve-year-old Yvonne Welborn served as this year's Charity Ambassador. Welborn, who lives in St. Paul was diagnosed with Stage 4B Hodgkin's Lymphoma in June 2012 but following treatment she was declared cancer free on March 7 of this year.

"Yvonne endured months of treatment with such grace and strength, I couldn't be more impressed and proud," said Julie Davis, Welborn's mother.

Past performers at Glamorama include Ellen DeGeneres, Brooke Shields, Ryan Seacrest, Queen Latifah, Cyndi Lauper, MC Hammer, Beyoncé Knowles, B-52's, The Pussycat Dolls, Wayne Newton, Ne-Yo, Macy Gray, Cee-lo Green, Bruno Mars, Robin Thicke and others. This year's Glamorama was presented in part by American Express, Luna and Patrón.