



MEDIA ALERT

FOR IMMEDIATE RELEASE

May 7, 2010

Lands' End Canvas and *Lucky* Magazine Host Summer Style Event in Madison

Lands' End Canvas and *Lucky* Magazine are hosting a Summer Style Event on Saturday, May 15th from 11:00 a.m. until 3:00 p.m. at the Lands' End Canvas store in Madison. Attendees are invited to discover their summer style, meet *Lucky* Magazine's Editor at Large, Elise Loehnen and receive complimentary summer style beauty advice and services from area salons. The first 100 guests will also receive a complimentary Lands' End Canvas tote bag and other great giveaways. Textile designer, Lily Raskind will be on-site customizing the totes for attendees with one-of-a-kind painted stencil designs.

WHEN: Saturday, May 15, 2010
11:00 a.m. – 3:00 p.m.

WHERE: Lands' End Canvas Shop
411 State Street
Madison, WI
608-257-4900

EVENT ACTIVITIES:

- **Lucky Magazine Summer Style Tips** – Attendees can receive complimentary summer style tips from *Lucky* Magazine editor, Elise Loehnen
- **Tote Bags** - First 100 event guests receive a complimentary Lands' End Canvas Tote filled with great giveaways and promotional offers
- **Summer Beauty** – Attendees can discover summer makeup style and get pampered with a complimentary mini-manicure provided by the stylists of Ultimate Spa & Salon
- **Refreshments** – Complimentary gourmet cupcakes and sparkling water will also be offered
- **Drawings** - Enter for a chance to win a summer wardrobe from Lands' End Canvas and other Editor's Picks

For more information, please contact Shawn Campbell at 815/730-1772 or shawn@circlepublicrelations.com

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