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Hello Stiletto Shoe Ball

*An evening of dancing, footwear, and fashion
to benefit the Accelerated Cure Project for Multiple Sclerosis*

(Atlanta, GA March 9, 2010) – The Hello Stiletto Shoe Club and the local fashion community are teaming up for the “**Hello Stiletto Shoe Ball**,” a summer ball to benefit the Accelerated Cure Project for Multiple Sclerosis. This gala will take place Friday, August 7th at the Hyatt Regency Atlanta from 7:00pm-12am.

“It's a black tie optional, fabulous shoes essential event giving fashionistas and shoe lovers a reason to get dressed up in support of the Accelerated Cure Project and efforts to determine the cause and cure of Multiple Sclerosis (MS),” said Melissa O'Shea, Hello Stiletto Shoe Club President.

Carolyn Cronin, CEO of Accelerated Cure Project added “We are delighted to be the beneficiary of the Hello Stiletto Shoe Ball. It gives people a fun and light-hearted way to support a very serious and important cause.

Honorary Co-chairs of the event include Dr. Ben Thrower, Medical Director of the Andrew C. Carlos MS Institute at Shepherd Center, and local Pediatrician Dr. Karen Thrower. The evening's main event is a 40-foot pink carpet "walk-off" presided over by a panel of local fashion editors and members of the fashion community. Guests will enjoy live music, dancing, hors d' oeuvres, and a silent auction all night with prizes from a number of luxury footwear designers and vendors. Sponsored by Barefoot Wine, the event also features complimentary wine all evening and a "Barefoot in Stilettos" champagne drawing for designer men and women's shoes.

It's a full evening of fashion and fun you won't want to miss. Tickets, which are \$100 per person, are available for a limited time for the reduced price of \$75 for those who act fast. Further details and ticket information can be found at www.shoecub.us/go/shoeball

Media interested in covering the event can contact Events Director for Accelerated Cure Project, Jane Follansbee at 781-487-0010.

About Hello Stiletto

Hello Stiletto is a free social club for individuals who love shoes. Founded in 2004, the club now has more than 1,400 members in Chicago and 10,000 members nationwide. An excuse for footwear fanatics to get out and actually wear the shoes they buy, members enjoy a calendar of events that take place at bars, restaurants, shops, and other of venues and are encouraged to show up wearing their most fabulous and outrageous footwear. For more information, please visit www.helloworld.com

About Accelerated Cure Project

Accelerated Cure Project for Multiple Sclerosis, www.acceleratedcure.org, is a national nonprofit organization dedicated to curing Multiple Sclerosis (MS) by determining its causes. Accelerated Cure Project believes this effort can be accelerated by organizing the research process and encouraging collaboration between research organizations and clinicians. A "Cure Map" is currently being developed by the Accelerated Cure Project to establish what is known and what is not known about the causes of MS. From the Cure Map, Accelerated Cure Project will facilitate research most likely to reveal the causes of MS in the shortest time through a large-scale, multidisciplinary, MS Repository. For more information about the Accelerated Cure Project or to make a corporate or individual donation, call 781/487-0008, visit www.acceleratedcure.org, or send an email to info@acceleratedcure.org.

About Multiple Sclerosis

Multiple Sclerosis is a chronic demyelinating disorder of the central nervous system that often results in severe disability including the inability to walk, blindness, cognitive dysfunction, extreme fatigue and other serious symptoms. MS affects over 400,000 people in the US and two million individuals worldwide. The disorder occurs twice as often in women as in men. The cause is not known and there is no known cure.

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