

# *Mimi A La Mode teams with The City of Hope for cancer research!*

## *Mimi's Mom's Gift-Set Holiday Fundraiser*



**November 1, 2011 through December 31, 2011, Mimi A La Mode will donate 25% of all proceeds to the City of Hope for cancer research!**

**Choose from 4 different gift sets. Perfect for gift giving and the Holidays!**

Hello, I am Mimi, designer and founder of Mimi A La Mode, design house of bed and bath accessories based here in Hollywood California.

My mom died of Uterine cancer 10 years ago. Her death still makes me sad after all these years.

I would like to honor her by doing a cancer research fundraiser with our shower caps as a gift for donating money to this cause.

I am offering on my website [www.mimialamode.com](http://www.mimialamode.com) some of our pretty bouffant shower caps for this fundraiser in conjunction with the City of Hope. I encourage you to make a purchase so that we can quickly reach our goal donation to the City of Hope.

I thank you in advance for assisting me in helping other daughters help their mothers stay around for more birthdays and holidays and enjoying a lovely life.

Mimi Basseri

More info about this project is on [Mimi's blog](#).

To order, please go to [www.mimialamode.com](http://www.mimialamode.com) or call (213) 683-4884.



### **Gift Set #1 – Glamour Girl Gold Lame Bee Shower Cap and Handcreme**

This shower cap is lined with soft durable vinyl. It comes in gold with bees and a black ribbon. Handcreme by Lollia, by Margot Elena, smells soothing and sensual. It is rich and moisturizing with a scent that lasts. The set comes gift wrapped in a box with tissue and ribbon. Perfect for gift giving!

Price: \$24.95

### **Gift Set #2 – Orchid Bouffant Shower Cap and French Soap**

This shower cap is lined with soft durable vinyl. It comes in tulle with orchid flowers and a ribbon. Included is a special bar of french soap, perfect for pampering, with a sensual perfume fragrance. The set comes gift wrapped in a box with tissue and ribbon. Perfect for gift giving!

Price: \$34.95



### **Gift Set #3 – Bouffant Shower Cap and Handcreme and French Soap**

The shower cap is lined with soft durable vinyl and covered in tulle. Choose the signature purple pansy, as purple represents finding the cure to cancer. Or, choose between beautiful roses or butterflies. Included is a special bar of french soap, perfect for pampering, with a sensual perfume fragrance. The set comes gift wrapped in a box with tissue and ribbon. Perfect for gift giving!

Price: \$44.95



### **Gift Set #4 – Feather Bouffant Shower Cap with Perfume and Lip Balm**

This shower cap is lined with soft durable vinyl. It comes with white tulle and white feathers. Included is a Tokyo Milk Perfume, 1 oz, and Bon Bon Lip Balm, both by Margot Elena. The set comes gift wrapped in a box with tissue and ribbon. Perfect for gift giving!

Price: \$79.95



To order, please go to [www.mimialamode.com](http://www.mimialamode.com) or call (213) 683-4884.

## PRESS RELEASE:

*Mimi A La Mode* shower caps for **below the waist cancer** awareness and research.

Mimi A La Mode, a Los Angeles based design house of shower caps and spa apparel is teaming with the City of Hope cancer research hospital to raise funds for “below the waist cancer” awareness.

Mimi A La Mode is donating a portion of the proceeds of the sale of their *Old Hollywood Glamour* bouffant shower cap gift sets in time for the upcoming Holidays.

November 1, 2011 through December 31, 2011, Mimi A La Mode will donate 25% of all proceeds to the City of Hope for cancer research!

The City of Hope is a leading hospital and research facility for cancer in Southern California, with cutting edge treatments, doctors and equipment for cancer patients.

Mimi Basseri decided to donate her shower caps in memory of her mother who died of uterine cancer in 2001.

“I wanted to do something for my mother and thought this was a great cause to dedicate to her.”

“It also gives me the voice to tell the other mothers that need a nudge to call their gynecologist. She was shy about getting her check ups and died as a result. I regret the fact that I could not have helped her more.”



“I would like to do my part now and be a cheerleader of sorts to help both men and women put aside their nervousness about this sensitive subject and go in and get their needed exams. Many cancers are very treatable now due to the research advances than they were ten years ago.”

“That is great news for people to know about! It just requires a small effort of regular checkups with a health professional to be more confident about their health every day.”

Below the waist cancers include uterine, prostate, ovarian, testicular.

The charity gift sets may be seen at [www.mimialamode.com](http://www.mimialamode.com).

To order, please go to [www.mimialamode.com](http://www.mimialamode.com) or call (213) 683-4884.