



PRESS RELEASE:

CONTACT: Charlotte Berger

Tel: 609-822-7990

Fax: 609-822-3670

E-mail: Bcha6@aol.com

Print/Photo/TV Editors: Press Previews can be scheduled from Monday, July 6 through Thursday, July 9 from 9 a.m. - 5 p.m. For an appointment, contact Charlotte Berger - BCHA6@aol.com or 609-822-7990.

La Dolce Vita RNS Show House at the Shore 2009

*The RNS Show House returns to the Jersey shore for its 18th year
Saturday, July 11 – Sunday, August 16*

Ventnor, NJ – June 17, 2009 – A deep history of style, elegance and charm surround the house at 12 South Suffolk Street in Ventnor, NJ. A hangout to some of the hippest celebrities and personalities of the '50s and '60s, this home has seen a lot and now it's time for it to add another dimension of suave and intrigue to it – by receiving a complete makeover. Come see the transformation yourself at the Ruth Newman Shapiro Cancer & Heart Fund's 18th Annual Show House at the Shore: "La Dolce Vita." RNS will present its annual exhibition of interior design rooms featuring state of the art appliances and electronics, decorative painting and outdoor living spaces beginning on Saturday, July 11, through Sunday, August 16.

"La Dolce Vita," Italian for "the good life," describes the way guests will feel upon walking through the doors at 12 South Suffolk Avenue in Ventnor. If the walls could talk, you might hear tales of Frank Sinatra crooning a tune or Dean Martin sipping on a glass of wine while clowning around with Jerry Lewis! Part of the rich history of the Atlantic City "scene" during the '50s and '60s, this home was host to the likes of the entire Rat Pack, Patty Paige, Liberace and Milton Berle, just to name a few. The former home of "Skinny" D'Amato, of The 500 Club renown, "La Dolce Vita" promises to entertain and delight. The 4,500-square-foot Dutch Colonial residence has character and charm that befit its notoriety. It also has a lightness and flow that underscore its roots as a summer residence from when it was built in the 1920s.

The RNS Show House at the Shore will be open to the public from Saturday, July 11 through Sunday, August 16 from 10 a.m. – 5 p.m. daily, with extended hours until 8 p.m. every Wednesday and Thursday. Proceeds from the design exhibition will benefit the RNS Regional Cancer Center and the Heart Institute at the AtlantiCare Regional Medical Center; the RNS Linear Accelerator Suite and Cardiac Care Unit at the Shore Memorial

Hospital; Oncology Patient Services at the Cape Regional Medical Center; and the Patient Van Service for the RNS Cardiac Pulmonary Rehabilitation Program at the Bacharach Institute for Rehabilitation.

A Gala Designer Open House and Preview Party will be held on Friday, July 10 from 7-10 p.m. at "La Dolce Vita," 12 South Suffolk Avenue in Ventnor, NJ. The Gala, featuring wine, hors d'oeuvres and desserts from Atlantic City casino hotels, regional restaurants and country clubs, will kick off this year's Show House and provide guests the opportunity to meet this year's designers and preview the design exhibition. Honorary Co-Chairs Paulajane D'Amato and William McCullough will also be on hand to greet visitors and take part in the night's festivities. The Gala Designer Open House & Preview Party is open to the public. Tickets to the Preview Party are \$60 per person.

Every Tuesday and Wednesday morning at 11 a.m., the Show House will present "Seashore Conversations," a lecture series featuring nationally renowned authorities in the fields of interior design, the visual arts, garden/landscape design and home furnishings and accessories. A single Show House ticket may be used for admission to the entire series of ten lectures.

"Meet the Designer Night" will be held every Thursday evening from 6-8 p.m. at the Show House. Design participants will be on hand to discuss their work in the Show House and to answer design questions from visitors. Top designers from New Jersey and Pennsylvania will participate with numerous craftspeople, product exhibitors and area florists.

The RNS Boutique at the Show House features a wide variety of fashion-forward jewelry and accessories, children's gifts, handcrafts, watercolors and graphics by New Jersey artists for sale. The boutique will also have designer furnishings and accessories from the exhibition available for purchase. The RNS Boutique is open daily.

Julie Reses, RNS President & Show House Chair, applauded the efforts of the many people in the region who make this annual exhibition possible. "In this delicate economy, it is unbelievable how the sponsors, vendors and designers have stepped up to help us continue our mission. In order to bring the best treatment for Cancer and Heart Disease into our area, RNS always depends on the generosity of the community at large. The value of our sponsors and volunteers cannot be measured in just dollars and cents, but in the outcomes we can help bring to those who depend on the services of our local healthcare providers."

The RNS Digital Mobile Mammography Van will be at the Show House from 11 a.m. - 7 p.m. every Wednesday (July 15, 22, 29, August 5 and 12). Call 800-246-2404 to schedule an appointment. Women having their mammograms at the Show House will receive complimentary tickets to the exhibition.

General admission to the RNS Show House is \$25. A Show House Sponsor Ticket is \$100. Sponsor tickets include one Preview Party Ticket and one non-transferable Show House Pass, good for unlimited visits to the 2009 design exhibition. For RNS Show House at the Shore information, advance ticket sales, group sales or to arrange an "After Hours" event, please call 609-487-1190.

###