

Celebrity DJ Alexandra Richards to Headline Exclusive Toronto Event; Glen Baxter, host of CTV's *In Fashion*, to Launch Inaugural Right To Play Party

Right To Play Champions Board Member Glen Baxter brings together the city's top social, fashion and lifestyle influencers to raise funds for Canadian-based humanitarian organization

TORONTO (January 23rd, 2012) On Thursday, February 23rd, 2012, the Thompson Toronto's private penthouse level will play host to the first-ever Right To Play Party featuring one of today's most sought-after DJs, model Alexandra Richards. The daughter of legendary Rolling Stones guitarist Keith Richards and international model Patti Hansen will entertain an exclusive and intimate Toronto crowd for one night only, with all proceeds benefiting the world's leading international humanitarian organization using sport as a tool for development.

CTV's *In Fashion* host Glen Baxter felt a personal obligation to bring even more awareness towards the organization after embarking on self-financed trips to Benin, Ethiopia, Azerbaijan and most recently Mozambique, where he visited Right To Play programs. Baxter's photographs taken at those remote destinations have been auctioned off at a series of annual fundraising exhibitions sponsored by Hugo Boss, in conjunction with the Scotiabank CONTACT Photography Festival, and have raised over \$60,000 for the humanitarian organization.

"After attending and covering some of the city's top galas and charity events over the years," says Baxter, "I realized there was room on Toronto's social calendar for a fresh new fundraising party, one that would capture and celebrate the spirit of Right To Play, an organization we should all be proud of."

With the support of a dedicated committee, and spearheaded by luxury event management company CANDICE&ALISON, the goal of the inaugural Right To Play party is to increase funds and awareness through an exclusive and unique celebration. Plans for the benefit bash from the event duo include a dramatic transformation of the exclusive space, elaborate displays, interactive installations and state of the art audio visual displays to highlight some of Glen Baxter's outstanding photographs.

Tickets are \$175, and as a result of the intimate venue selected for this premiere event numbers are *extremely limited*. Tickets are now on sale at www.righttoplay.ca. The evening will feature a complimentary menu by the Thompson Hotel's Scarpetta restaurant, and open bar courtesy of Charton Hobbs (Moët & Chandon Champagne, Belvedere Vodka and Hennessy Black) and Amsterdam Beer. Guests will also be treated to an incredible set by London/Dubai-based Lapelle, whose recent clients include Ralph Lauren, Esquire Magazine and Cosmopolitan among others.

Canadian-based Right To Play uses the transformative power of sport and play to build essential life skills in children, thereby driving social change in communities worldwide affected by war, poverty and disease. A pioneer in its field, Right To Play implements programs in 20 countries in Africa, Asia, the

Middle East and South America, and is supported by an international roster of over 350 Athlete Ambassadors.

The Right To Play Party would not be possible without the support of Puma, Richardson GMP, The Woodbridge Company Limited, Olser, Hoskin & Harcourt LLP, Wealhouse Capital Management.

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About Alexandra Richards

Alexandra Richards was born in New York City to international model Patti Hansen and rock and roll icon, and Rolling Stones guitarist, Keith Richards. After being drawn to the entertainment industry, Alexandra began working as a model by the age of 17 and has been photographed by some of fashion's most noted photographers including Steven Meisel, Mario Testino, Peter Lindbergh, Patrick Demarchelier, Annie Leibovitz, Terry Richardson, and Carter Smith. A sought-after DJ, Alexandra's clients include Yves Saint Laurent, Fendi, Louis Vuitton and locations which span New York City, Los Angeles, Miami, Moscow, Oslo, Stockholm, Zurich and Paris, among others. Alexandra has emerged as a raw musical talent able to spin with the confidence of a veteran having tasted success in the elite world of fashion.

About Lapelle

Having earned his stripes in the UK - Manchester/London and more recently Dubai - Lapelle is known for his eclectic taste and always pushing the boundaries with his music. Having just opened for Liam Gallagher of Oasis, whipping a crowd of 5,000 into a frenzy, he has releases on Civil Music and other boutique labels. Lapelle aka Simon Allen is a much hyped producer of synth-driven electro and raw, old school house with support and features from Time Out, Feel My Bicep and Satellite Voices to name a few.

About Right To Play

Right To Play is an international humanitarian organization that uses sport and play programs to improve health, develop life skills, and foster peace for children and communities in some of the most disadvantaged areas of the world. Working in both the humanitarian and development context, Right To Play builds local capacity by training community leaders as Coaches to deliver its programs in 20 countries affected by war, poverty, and disease in Africa, Asia, the Middle East and South America. Founded in 2000, Right To Play is headquartered in Toronto, Canada and has national offices in Canada, Norway, The Netherlands, Switzerland, United Kingdom, and the United States.