



SPECIAL EVENTS CALENDAR 2006



JANUARY 12TH, 5 – 8 P.M.

CELEBRITY COCKTAIL HOUR

- Exclusive Preview of The Morfs Clothing Celebrity Fashions to benefit the Make-A-Wish Foundation of South Florida. Enjoy the camaraderie of friends, passed wine & savory hors d'oeuvres by Spoto's Oyster Bar. Revel in 20% off all purchases!
- Celebrities donated their designer duds to Morfs Brand Clothing & Baby Alexandra that were transformed by the Morfs designer into new children's outfits. Come see these exquisite designs prior to the national online auction launch on January 14th, 2006 on ubid.com.

FEBRUARY 1 – FEBRUARY 15

Palm Beach Gardens Nordstrom's Opening Event

Purchase tickets for 2 to the Nordstrom's Palm Beach Gardens Opening Gala Event (benefiting Junior League of the Palm Beaches) & receive 30% off all purchases that day.

MARCH – ALL MONTH LONG

\$3,500 Video Diary Extravaganza!

Everyone's life is like a movie when set to music! Win a personal video diary worth \$3,500 filmed by Indie Atlantic Films. All clients spending over \$750 during the month of March will be entered into a pool to win a personal video. It can be used to video your child's birthday or any special event of your choice (schedules permitting; to be used by October 31, 2006). Check out the videostream in the About Us section of Baby Alexandra to see a sample of their work. One grand prize will be given away.

APRIL 1 – APRIL 15 – PERSONALIZED FRAME PROMOTION

I love Grandma or I love Grammy?

Receive 10% off hand-painted personalized frame orders for Mother's Day & Father's Day (I love Grammy, Nonnie, Bubbie, Nana...you name it!)

APRIL 22ND – MY MOM'S THE BEST! COOKING CLASS

Spend \$100 and you can reserve a spot with Spoto's Oakwood Grill prized chef. Kids...learn how to make a fool-proof Mother's Day Brunch Meal (you can even invite your dad too!) Ages 3 and up. Space is limited.

MAY 19TH – MEMORY DAY

Life goes by so fast. Join us to capture the moment beautifully!
10% discount on all frames, scrapbooks & baby books
Unveil your hidden talent & creativity:
Mini-Seminar "How to Create an Amazing Baby Book & Family Scrapbooks" by Mary Frances Cvetas
11:00 a.m. Bring a few of your favorite pictures for on-hands demo; scrapbooking materials supplied



BABY ALEXANDRA

**FURNITURE, BEDDING, DÉCOR FROM BASSINETTE TO KING SIZE
GIFTS, TOYS, CLOTHING NEWBORN - 6x**



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JUNE 15TH & 16TH – CLOTHING SALE!

- Receive up to 75% off spring clothing
- Complimentary monogramming on all full-priced purchases

JULY – ALL MONTH LONG!

FURNITURE & BEDDING SAMPLE SALE

Up to 40% off furniture & bedding displays

AUGUST 25TH– BACK TO SCHOOL CELEBRATION DAY!

Celebrate the start of school (& a little routine in your life again) with champagne as you shop. Stock up on lunchboxes, backpacks, belts, bows and other school accessories. Spend over \$150 and receive lunch for you and a friend at Spoto's Oyster Bar.

SEPTEMBER 8TH – LENA HYDE PHOTOGRAPHY DAY

Spend \$200 with Baby Alexandra on September 8th and you will receive an in-store complimentary photo session with Lena on September 9th. Session value is \$250. You will also receive a 20% off holiday cards purchased at Baby Alexandra.

OCTOBER – ANNUAL FASHION SHOW & TRUNK SHOW

Details & date forthcoming!

NOVEMBER – ALL MONTH LONG!

Organization for a mom?!? Ship those holiday gifts ahead of time!
Complimentary shipping on purchases of \$250 or more.
Limit two addresses per purchase. Ground shipping.

DECEMBER – ALL MONTH LONG!

RACE FOR THE CURE MONTH

Support my great friend, and someone I deeply admire, Liz DeWoody, Chairwoman of the Komen Race for the Cure and breast cancer survivor!! Register for the race (you can even join "Team Baby Alexandra") and receive 25% off all purchases that day. Soon we will release details about our "Pretty in Pink" fashion show.



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