



Press Release

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For Immediate Release

MARGARITA BALL HAS A NEW DATE

The largest invitation only gala in the US celebrates 30 years

DALLAS, TEXAS (8/15/2006)... On Saturday October 28, 2006, the 30th anniversary of the Margarita Ball sponsored by the Dallas Margarita Society (DMS) d.b.a. Dallas Children's Charities will rock Dallas. This Charity Ball is the largest invitation only gala in the United States. The Ball will begin at 7 PM and take place at the Adam's Mark Hotel, (400 North Olive St, Dallas). Guests must have an invitation to enter and are requested to donate one toy (valued at \$25 or more) or a \$25 cash contribution per person.

"The Margarita Ball is a private party. All guests who attend the Ball are invited by a Dallas Margarita society director, member or director emeritus, or by one of DMS's generous sponsors" commented James Massey, president, DMS. "Last year, we set a new record for the largest, black-tie, invitation only charity fundraiser. There were over 10,000 people there, all looking sharp and bearing thousands of gifts for less fortunate kids in the Dallas Fort Worth area. We look forward to an even better event this year."

For 2006, the exciting additions to the 30th Anniversary Ball will make it the biggest event in DMS' history - incorporating all three floors of the Adam's Mark Convention Center.

The Main Entry to the Ball is up the escalator from valet parking and then across the sky-bridge on the 2nd Floor. The 2nd Floor will feature **The Bill Tillman Band** and **The Wonders** live onstage in the main ballroom with continuous live music and dancing from 8 PM until 1:30 AM. In the foyer on the 2nd Floor, guests will enjoy watching a mountain of toys accumulate in the Toy Collection Area. Also in the foyer is an exceptional Silent Auction, featuring items from prominent retailers, artists, and resorts

across the country. Fountains flow with 1,000 gallons of margaritas, made possible by long-time corporate sponsor Sauza Tequila.

The first (ground) floor features the dazzling BACARDI Mojito Lounge and a full casino, including, a Texas Hold'em Poker contest, and big prizes for the players. Also on the first Floor, entertainment featuring the rock and roll music of **Maylee Thomas** with special guest star **Mr. Clarence Clemons** - "The Big Man" himself, direct from Bruce Springsteen's E Street Band.

The third floor will feature another entire party level, complete with our famous jazz lounge with the sexy smooth tunes of **The David Carr Jr. Band**.

Truckloads of toys are donated each year and are used to delight thousands of underprivileged children in Dallas/Fort Worth region during the holiday season. The toys are distributed through Love For Kids, Inc., a non-profit organization that directly supports underprivileged children in the DFW region. Love for Kids, Inc. will distribute the toys on Saturday, December 9th at the Annual Love for Kids Christmas Party. Approximately 3,500 children are brought to the party in buses and vans and the toys are loaded into their vehicles while the kids enjoy the games, food, and prizes. At 1 PM that afternoon, a "sea" of kids race back to the buses to get their toys. The look of anticipation on their faces reveals the fun and spirit of the Holiday Season in a way that is truly heart-warming. The remaining toys are given to local hospitals and other charitable organizations that then distribute them to thousands of children that couldn't make it to the party.

Sponsors include: Ruby Sponsors – Sauza Tequila, Bacardi Rum, and Adam's Mark Hotel ; Emerald Sponsors – Choice Exploration, Andrews Distributing ; Sapphire Sponsor – Love For Kids and Platinum Sponsors – National Physicians Services, Freeman Decorating, Lance Thomas/MBNA, Michael Murray/Kent Montee, Steve Crane.

For more information on the Margarita Ball contact Tom Hall at 214-695-3483 or log onto www.dallasmargaritasociety.org. For press opportunities contact Jo Trizila, 214-232-0078 or jotrizila@aol.com.

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The Dallas Margarita Society, Inc., (d.b.a. Dallas Children's Charities) was formed in 1977 when a small group of business acquaintances decided to host a holiday party for associates and friends, and asked their guests to bring Christmas gifts for less fortunate children. The Society is a non-profit charitable organization whose goals are twofold. The first is to provide disadvantaged Dallas/Fort Worth Metroplex children with gifts at Christmas time and the second is to help those community organizations that work directly with underprivileged children throughout the year. Their Charity Ball has grown over the years and is now believed to be the largest annual invitation only charity black tie gala in the world, with over 10,000 guests, providing gifts for more than 6,800 disadvantaged children each year.

The Dallas Margarita Society achieves its goals by hosting fundraising happy hours throughout the year, an annual golf tournament in early summer and the Charity Ball early in the holiday season. At the Ball, guests are encouraged to bring toys or sponsor gifts with cash. Additionally, sponsors are solicited and through their generosity the Society provides operating support and scholarships to numerous community organizations. In 2005, The Dallas Margarita Society/Dallas Children's Charities collected over \$405,000 in toys and cash in conjunction with over \$175,000 in corporate and individual sponsorship donations. All fund-raising activities and events are donated to local DFW children's charities.

Over the past 30 years, the community impact generated by the activities and fund raising events of the DMS/DCC continues to prove every year that harnessing the charitable spirit of a few friends can be directed to reach out and truly "lift up" thousands of kids in need.