



## **It's a Record Breaker!**

### **Circus Couture's "Unlocked" Raises \$162,770 for Children's Specialty Center of Nevada**

*Circus Couture Surpasses \$500,000 in Donation History*

LAS VEGAS - October 8, 2014 - Circus Couture's "Unlocked", a celebration of extravagant performance, art and fashion, raised a record amount of money during its fifth anniversary performance on October 5, 2014, at The Joint inside Hard Rock Hotel & Casino.

Thanks to the generosity of several hundred guests who attended, Circus Couture's "Unlocked" raised a total of **\$162,770** through tickets sales, silent and live auction items. A spur-of-the-moment addition to the live auction by illusionist Criss Angel, a custom-built motorcycle, brought in **\$37,500**, alone.

**Additional Circus Couture Photos:** <http://cl.ly/2o1w3d3c0212> (photo credit: Tracy Lee)

The money raised at Circus Couture benefits the **Children's Specialty Center of Nevada**, the state's only nonprofit, specialized outpatient clinic which treats children with cancer who have good insurance, bad insurance and no insurance at all.

Co-founded by noted aerialist Erica Linz and born with inspiration from performers and employees of shows on the Las Vegas Strip, Circus Couture has grown to include talents from Las Vegas' most revered fine artists and community leaders.

"If there ever was a doubt that this community is rich with compassion from all walks of life, Sunday night set those misgivings to rest," said Erica Linz, co-founder of Circus Couture. "It's an honor to see so many people from all different "worlds" come together with such passion around Las Vegas kids. We may be acrobats and artists rather than doctors and scientists, but we're here to help," Linz added.

Additional live auction items sold include a Peter Lik photograph, \$15,000; a collaborative art piece which children from the Children's Specialty Center helped complete, \$10,000; a Napa Valley wine getaway, \$6,000; a painting by artist Don Michael, Jr., \$6,000.

Circus Couture "Unlocked" was inspired by the idea of bringing together passion, creativity and spectacle in hopes of one day unlocking a healthy future for our kids.

#### **About Circus Couture**

[Circus Couture](#) is a Nevada nonprofit organization raising critical funds for pediatric cancer care and research through annual circus, fashion and art events. Proceeds are donated to the Children's Specialty Center of Nevada, the only clinic in the state that treats kids with cancer regardless of their family's ability to pay for services. Circus Couture works closely with their sister St. Baldrick's shave team, Cirque du SoBald. Circus Couture is a volunteer only based organization comprised primarily of performers, technicians, and employees from shows on the Las Vegas strip and local fine artists. Circus Couture is a grassroots organization with no affiliation with any company or corporation.

#### **About Cure 4 The Kids**

The Children's Specialty Center of Nevada and the Hemophilia Treatment Center Of Nevada are both programs of [Cure 4 The Kids Foundation](#). The 501 (c) 3 nonprofit organization was founded in 2007 by Dr. Jonathan Bernstein to ensure children with life threatening illnesses received proper medical attention regardless of their family's income or presence of health insurance. To date, more than 8,000 patients have been treated by physicians and medical staff at the Children's Specialty Center and Hemophilia Treatment Center. **The Children's Specialty Center** provides medical treatment to children facing devastating diseases such as cancer, rheumatological diseases, blood disorders, genetic conditions as well as rare and ultra rare diseases. All our providers are Board Certified or Board Eligible in Pediatric Hematology/Oncology. **The Hemophilia Treatment Center** (HTC) of Nevada is the only Federally recognized HTC in the state. It is one of 140 HTCs around the country which provides individual services to children and adults with inherited bleeding disorders. Studies show people with Hemophilia who are treated at Federally recognized HTCs have lower overall healthcare costs, lower hospitalization rates and lower mortality rates than non-HTC users. The Cure 4 The Kids Foundation's Charity Care plan ensures patients at The Children's Specialty Center and the Hemophilia Treatment center receive medical treatment regardless of family income or presence of medical insurance. [www.cure4thekids.org](http://www.cure4thekids.org)

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