



One Rose for a Cause®



Gina Milano

Ms. Gina Milano is the Founder of One Rose for a Cause (Signature Design Boxes). One Rose for a Cause is an innovative, high quality keepsake souvenir focused on the fusion of strength, courage, love and charity. Each keepsake/memorabilia box contains a beautiful long-stem rose and bookmark inscribed with the name of one of the various reputable charities which will benefit from a portion of the proceeds. Each boxes design is unique and can be tailored toward a company or franchise's specific marketing and promotional goals.

With her enormous passion for philanthropy and years of professional experience in sales, marketing, and financial services; Gina created an opportunity to offer a unique gift while endorsing a greater good. Her Signature Design Boxes will pave the way for charities, organizations and schools to use as fundraising tools. Additionally, Gina's vision was the first product of its kind to be recognized and licensed by Major League Baseball. The product will be distributed in all thirty of the MLB's franchises and highlighted at some of the leagues Jewel Events throughout the season. It was her keen eye for spotting trends in the floral industry and commitment to giving back which drove Gina to create this multipurpose product.

Gina received a Bachelor's Degree in Business Administration and an MBA in Banking & Finance. She spent 12 years with financial giant UBS before venturing on to becoming a successful entrepreneur and business owner. Gina, a Certified Wedding Consultant, is the Owner and President of Long Island Wedding & Event Planners Boutique, a full-service wedding and event planning company located in East Norwich, New York. Her business was selected by the wildly popular website, www.theknot.com as a 2007 pick for the Best of Weddings edition. No matter what the occasion or venue, Gina is sure to touch lives and inspire others to give back.

"One Rose for every occasion can help change the world" ~Gina Milano



One Rose for a Cause[®]

FACT SHEET

ONE ROSE FOR A CAUSE SIGNATURE DESIGN BOXES

- Innovative high quality keepsake souvenir focused on the fusion of strength, courage, love & charity
- Each unique souvenir box contains a beautiful long-stem rose, symbolic message and bookmark indicating the particular charity or cause that the product One Rose represents
- Signature Design Boxes will pave the way for charities, organizations and schools to use as fundraising tools and great gift ideas
- Mission of One Rose is to create a new sensation around the nation and inspire everyone to buy one rose for any occasion
- One Rose comes with a special message and a wish. The message is that we can help change lives by giving One Rose to someone for any occasion. The wish is that when someone receives the gift, to remember to give the gift of One Rose once in their lifetime. Together we can make a difference
- The first product of its kind to be licensed by Major League Baseball. The Signature Design Boxes will be available in all thirty of MLB's franchises and highlighted at several Jewel Events throughout the season
- A Customized Signature Design Box was selected as the wedding favor of the Fanfest Wedding that took place during the 2011 All-Star Game
- One Rose for a Cause was the vision of Creator/Founder Gina Milano. A former finance executive and highly successful business owner, she created an opportunity to offer a unique gift while endorsing a greater good



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LONG ISLAND WEDDING & EVENT PLANNERS BOUTIQUE

- Full service wedding and event planning boutique that offers everything needed to create a one-of-a-kind event that will exceed the wildest dreams of their clients
- Offers comprehensive consultation for all aspects of wedding and event planning, vendor selection, design and coordination
- Specializes in custom and designer invitations. The boutique features a selection of over 15,000 designer invitations, unique favors, linens and handcrafted accessories for any occasion and budget
- Distinguished and successful history of castle, mansion and unique location coordination for wedding and events. Proudly recommended at Long Island's finest venues including the famous Oheka Castle
- Events range from small and intimate, casual or formal to large and elaborate
- 2007 Pick- the knot best of weddings
- Founder/President Gina Milano is a Certified Wedding Planner and member of the Association of Bridal Consultants
- Proudly a minority owned business



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MEDIA ALERT

FOR IMMEDIATE RELEASE

Friday, July 8, 2011

MEDIA CONTACT

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LONG ISLAND WEDDING PLANNER SCORES BIG FOR MLB ALL-STAR EVENT

One Rose for a Cause Signature Design Box chosen as the favor for FanFest Wedding

What: One Rose for a Cause ("One Rose"), is an innovative high quality keepsake souvenir focused on the fusion of strength, courage, love & charity. Licensed by the MLB, the souvenir box contains a beautiful, long-stem rose each containing a symbolic message card and bookmark indicating the particular charity that rose represents. This keepsake has been selected as the favor of the FanFest Wedding, taking place during the 2011 All-Star Game line-up of events. Texas couple, Joe Curiale & Dolly West were selected by an all-star panel of judges; including celebrity wedding planner David Tutera, as the first ever winners of the FanFest Wedding. The winners received a wedding ceremony on the diamond at All-Star FanFest and a wedding reception; both taking place at the Phoenix Convention Center in Phoenix, AZ.

Who: Gina Milano, President & Founder of One Rose for a Cause and Long Island Wedding & Event Planners Boutique

When: Tuesday, July 12, 2011

Where: 82nd MLB All-Star Game FanFest, Phoenix Convention Center, Phoenix, AZ

Why: The mission of One Rose is to create a new sensation around the nation and inspire everyone to buy One Rose for any occasion. The goal of One Rose is to create a unique product line that fans will love to collect. The concept is focused around the fusion of love, hope and inspiration that we can make a difference; one rose at a time. A portion of the proceeds support several reputable charities involved with the product. One Rose's objective is to sell the keepsake souvenir box in all thirty of the MLB franchises, while promoting Goodwill Ambassador Vera Clemente's message to "promote the importance of courage and character". "One Rose for any occasion and help change the world"– Gina Milano

For more information, visit www.oneroseforacause.com