

United Way of  
Monroe County



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**Reserve your vendor space at the Makeup and Makeover Expo on July 17**  
*Hosted by The Chateau Resort & Conference Center*

*Tannersville*— Want your business to be part of an exciting women’s event featuring five-time Emmy winner and celebrity makeup artist Eve Pearl? Then sign-up as a vendor for the Makeup and Makeover Expo at The Chateau Resort and Conference Center in Tannersville.

The event will take place on Sunday, July 17, from 12 to 4 p.m. and will benefit the United Way of Monroe County. The afternoon will be filled with makeup demonstrations, mini-makeovers, cooking demonstrations, chair massages, great prizes, and health, wellness and fitness information. Eve Pearl, “makeup artist to the stars,” will be joined by her expert team to offer priceless advice and tips.

Vendors will be able to market their beauty, fashion and health-related products or services to the many women attending the expo. The event is expected to draw women of all ages and interests.

For a donation to the United Way of \$150, vendors will receive an 8’ skirted table with two chairs and their name will be included in the program books to be given to attendees. Vendors can represent industries such as hair care, personal style, health and wellness, cooking, jewelry/accessories, and couture.

Event sponsors are Eve Pearl, Pocono Medical Center and its Spirit of Women program, Blue Ridge Communications TV13, Pocono Mountains Media Group, The Chateau Resort and Conference Center, WSBG/WVPO, and Windsong Photography. The cost to be a sponsor is \$3000. Sponsors will receive all the perks of a vendor, plus publicity on printed materials, in media releases/ads, and in a TV commercial to promote this unique expo.

Vendors or sponsors interested in participating can contact Event Planner Erika Almeida at 570-994-4119 for more information and to reserve a spot.

Eve Pearl is well known for her work as a makeup artist for Meredith Vieira on the Today Show and the women on The View. She has worked at Live with Regis and Kelly, Good Morning

America, and The Tonight Show with Jay Leno. The author of "Plastic Surgery without Surgery" and "The Miracle of Makeup Techniques," Pearl has her own line of beauty care products. "Her attendance at this event will be a beauty-changing experience to attendees and will definitely attract many women," said Connie Roberts, co-chair of the 2011 campaign and one of the expo organizers.

Proceeds from the Makeup and Makeover Expo will go towards the United Way of Monroe County's 2011 campaign.

The United Way of Monroe County provides health and human services through community initiatives and funding to 33 local programs. Its targeted need areas include Engaging Youth, Meeting Basic Needs, Helping Children Succeed and Promoting Self-Sufficiency. "Live United" is part of the United Way's mission of giving, advocating and volunteering to produce lasting changes in the community and advance the common good. Various volunteer opportunities are available at [www.unitedwaymonroe.org](http://www.unitedwaymonroe.org).

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