

November 28, 2014

The Mirror Ball is the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA) Foundation's largest annual fundraiser that attracts over 700 of Toronto's senior executives from the cosmetic and fashion industries, retailers, influential members of the media, and those compassionate and committed to supporting raising funds and awareness for the Foundation's cancer support programs Look Good Feel Better® and FacingCancer.ca.

Last year our black tie gala was a spectacular Winter Wonderland theme that built on the cachet of the experience we promise to bring to our guests – a spectacular and glamorous evening of celebration!

Natasha and her dynamic team comprised of Erika, Chad, Erik and Emily were unstoppable in the activation of the event theme, all aspects of décor, and the fabulous audio visual sponsor recognition support provided throughout the evening. The attention to detail and the overall execution of the evening left everyone inspired and enthusiastic. To share a few words from our inspired guests, I believe these quotes speak to the wonderful experience enjoyed by all:

"I also wanted to let you know that I have been to many of these events over the years and I was never more impressed with the decor as I was at this year's event ... I was in total awe as I entered the room - it was so beautiful and magical and the perfect dreamy winter wonderland!"

"What a spectacular evening! I don't know how you better yourselves every year! You leave other events in the dust! The energy, positivity and generosity are so amazing. We laughed and danced and I just wanted to put that feeling into a box to taste every now and then - it was so fantastic"

Not only does the It Factor deliver an amazing guest experience, the entire team is an absolute delight to work with.

We are looking forward to Mirror Ball 2014 and anxiously await our guests to experience all the grandeur that the It Factor will bring to this important Foundation Signature event.

Sherry Abbott  
Executive Director, CCTFA Foundation



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