

## **NAOMI CAMPBELL TEAMS UP WITH GINO ROSATO FROM STYLISH CAR MAKER LOTUS TO RAISE MONEY FOR MOTHERS AND BABIES IN HAITI**

### **NAOMI CAMPBELL AND LOTUS AUCTION 8 SPECIAL EDITION “NAOMI FOR HAITI” LOTUS EVORA SPORTS CARS**

The Auction begins at the star studded Fashion For Relief TM Charity Show and Auction

Naomi Campbell's Fashion For Relief TM charity event is going to be even bigger and better this year as the supermodel joins forces with Lotus cars to auction off 8 special edition multi award winning Lotus Evoras Sports Cars to help mothers and babies in Haiti.

*« I passed a day with Naomi brain storming ideas. It was incredible to see someone like her be so devoted in helping, spending her day personally calling and organizing things for her event. I have known Naomi for years and always had a huge respect for someone always so kind and considerate. The whole Lotus company was behind us in supporting what we had brain stormed together, people coming in on there own, free time to start building the cars and a great team of people coming together to get this project going. Everybody with one goal in common, to help the people in Haiti... »*

#### **Gino Rosato**

The “Naomi for Haiti” Evoras will be auctioned at Naomi Campbell's Fashion for Relief TM charity fashion show on the 18th of February at the London Fashion Week venue at Somerset House. The remaining “Naomi for Haiti” Evoras will be entered into an auction run on the “Naomi for Haiti” website [www.naomiforhaiti.com](http://www.naomiforhaiti.com) and bidding will commence at 0800 GMT on the 19th of February and will end at 1200 noon GMT on 28th of February 2010.

The “Naomi for Haiti” Evora sports car has been specially designed by Lotus Design Director Donato Coco and reflects Naomi's design direction. The bespoke styling combines the flag of Haiti with a dramatic colour scheme and the cars include a full range of options, meaning these cars will all become desirable collectors items.

Naomi Campbell says, "I am incredibly pleased to have teamed up with my great friend Gino Rosato, Director of Corporate of Affairs at Lotus for this important cause. He has a big heart and also feels very touched about the recent tragedy in Haiti . The Lotus Evora auctions will be an amazing chance to raise much needed money for the victims of the earthquakes."

Fashion For Relief TM will support the White Ribbon Alliance as it campaigns for the health needs and rights of women and girls around the world, especially supporting its partners in Haiti at this time to rebuild the healthcare system for mothers and babies.

The grand total raised for the charity and the highest bidders will be announced by Naomi Campbell at the Geneva Motorshow on the 2nd of March. There will also be a link to the “Naomi for Haiti” website from the Lotus Cars website : <http://www.grouplotus.com/cars/home.html>.

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