

## Swagger Gifts Teams Up with TrollbeadsUS to Host Benefit Event for the NBIA Disorders Association

*Cary, NC retailer hosts retail trunk show and raffle event to help the NBIA Disorders Association reach its fundraising goal of \$250,000 by the end of 2009.*



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(Cary, NC) - Mandy Becker, owner of Swagger Gifts, has announced that the popular gift and decorative accessories retail boutique has teamed up with TrollbeadsUS, a Lund Trading jewelry and bead line, to host the local retailer's Fall Trunk Show in conjunction with a special event raffle.

Becker was inspired to put together the "Shop for a Cause" event to support longtime Swagger shoppers, The Fox Family. "The Fox Family has been shopping at Swagger for years. Wanda has always has a big smile on her face and a great attitude towards life in general! She recently told us that she has a medically fragile child at home and they need help to raise money for his disease", says Becker. "Wanda's son, Kevin, has a rare, inherited, neurological movement disorder called NBIA (Neurodegeneration with Brain Iron Accumulation) Disorder. A few months ago, the Fox Family was told that one of the few labs that is dedicated to researching this disease is at risk of CLOSING, because funding from the National Institute of Health is at an all-time low! Once the doors close, their hope for a cure is gone. We want to do our part to help them keep the lab open."

The raffle, which will be held at a special after-hours event at Swagger Gifts, is giving Trollbeads fans a chance to win the Flowers & Nature Trollbeads "Starter" Bracelet – valued at over \$300. For only ten dollars, participants can purchase a ticket entering them to win the raffle to be held at Swagger Gifts' Trollbeads Trunk Show on Tuesday, September 15<sup>th</sup>, at from 5pm until 8pm. The grand prize Flowers & Nature Bracelet will be drawn at 7pm.

Swagger Gifts will be donating 100% of the raffle tickets and 10% of all store sales during the event to the NBIA Disorders Association "Hayflick Campaign". The campaign goal is to raise \$250,000 by the end of 2009 to provide Dr. Susan Hayflick's lab the opportunity to remain functioning for the next two years, in hopes that the government will be able to resume funding via National Institutes of Health (NIH) grants after.

The NBIA Disorders webpage at <http://www.nbiadisorders.org/> notes that Dr. Susan Hayflick "is considered the world expert on NBIA. Her lab at the Oregon Health & Science University was the first one 17 years ago dedicated to finding a cure for NBIA disorders. Her lab has been primarily responsible for the finding of two genes, in 2001 and 2006. In the next few months, the doors to this lab are in danger of closing if we do not raise enough money to keep them open. NBIA Disorders Association has created the 'Hayflick Lab Campaign' to prevent this disaster."

Mandy Becker and her staff are encouraging fans of the retail store to check out Kevin Fox's Facebook page to see some inspiring pictures of him and his family and even watch a clip of his Make-A-Wish Trip to Sesame Street online at <http://www.facebook.com/kevinfox.fox>.

For more information about the event, please call (919) 858-5884, or 1-877-792-4437 (toll-free), Monday through Friday between 10am until 6pm, or Saturday from 10am until 5pm or visit the store's website at: [http://www.swaggergifts.com/nbia\\_disorders\\_fundraising\\_event](http://www.swaggergifts.com/nbia_disorders_fundraising_event).

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### About Swagger Gifts

**Swagger Gifts**, an upscale boutique with an eclectic flair, specializes in personalized gifts for everyone on your list - including yourself - has been in business since 2002 and has been voted "Best Gift Shop" - by Cary Magazine and The Cary News readers. Having recently re-launched their web site, everything offered in their store, as well as great gift giving advice can be found online at [www.swaggergifts.com](http://www.swaggergifts.com) – with new merchandise and features being added daily, including a blog authored by Mandy, her fabulous staff, and her customers in the blogging community.