

**FOR IMMEDIATE RELEASE
JUNE 8, 2010**

**CONTACT: JAIMI GORDON
610-220-3231**

**OMNI HOTEL AT INDEPENDENCE PARK TO AUCTION \$50,000 WEDDING TO BENEFIT
ALEX'S LEMONADE STAND FOUNDATION AND THE FIGHT AGAINST CHILDHOOD CANCER**

PHILADELPHIA, PA – The Omni Hotel at Independence Park is donating a big girl's dream to make a little girl's dream come true.

The hotel, together with a group of select vendors across the city, is auctioning a complete wedding package worth more than \$50,000 to benefit Alex's Lemonade Stand Foundation in its battle to cure childhood cancer. The auction – entitled aweddingforalex.com - will begin June 15, 2010 8p.m. on EBay. The minimum opening bid will be \$10,000. Final bids coincide on week later on June 22, 2010 at 8p.m.

The package includes an exquisite ceremony and reception for up to 140 people, airfare and an all-inclusive resort honeymoon in Mexico, photography, tuxedos for the groom and his party, flowers, make-up and pre-wedding massage services, a wedding cake, wedding bands a penthouse suite – the works. Put simply, it is the best of Philadelphia coming together to benefit a truly magnificent cause.

Alex's Lemonade Stand Foundation is named for Alexandra Scott, a little girl with cancer who, at the age of four, set up a lemonade stand in her front yard as a way of helping raise money to cure childhood cancer.

Alex passed away in 2004, when she was only eight years old – but not before raising more than a million dollars for her cause. The Foundation that bears her name continues. It has raised millions of dollars and funded more pediatric cancer research projects nationwide.

The Omni Hotel at Independence Park is located at 4th and Chestnut streets in the city's historic Old City section. The wedding ceremony and reception will be held at the hotel's acclaimed Azalea restaurant and includes everything from filet mignon to a premium open bar. The hotel recently underwent a spectacular, \$4 million renovation. The couple will spend their wedding night in the Omni's penthouse suite with its magnificent living room, luxurious marble baths and commanding view of the city.

The excitement begins to build with the rehearsal dinner. The Down Town Club and Union Gourmet will be hosting the rehearsal dinner for up to 30 guests in one of their spectacular rooms located in Old City.

Men's Wearhouse has donated rental tuxedos for eight people. They carry everything from English morning suits to traditional black tie tuxedos.

Carl Ann Floral Design has donated 20 centerpieces for the reception, plus personal flowers for the bride.

Hair and Spa services will be provided by Lux Spa & Fitness. Services can be performed in the elegant, full service spa or at the Omni's penthouse suite. The bride and groom also can avail themselves of the heated pool and fitness equipment.

Barsky Diamonds, on Philadelphia's famous Jewelers Row, is donating the wedding bands. And the bride can custom design her cake with the help of the experts at the Classic Cake Company. Sparks Photography, who has photographed some of the city's most notable society weddings and events, will be taking pictures. DJ Services will be provided by Synergetic Sounds & Lighting.

When it's all over, the couple will jet off to the all-inclusive Omni Cancun Hotel and Villas. The Omni Cancun Hotel is a five-star, "Gran Tourism" resort nestled between the dazzling Mexican Caribbean and secluded Nichupte Lagoon on Cancun Island. Your Honey Moon Package is an All-Inclusive 6 night 7 seven day experience arriving August 21 and departing on August 27, 2011, Round trip airfare was donated by Continental Airlines.

Complete information on every part of the wedding package can be found at the auction's official web site - aweddingforalex.com.

The Omni Hotel at Independence Park, 401 Chestnut Street, is a four-diamond European-style luxury hotel that offers elegance and style at its best - all within walking distance of the Liberty Bell, U.S. Mint, Independence Hall and the Benjamin Franklin House. Situated just 10 minutes from the Philadelphia International Airport, the Omni Hotel at Independence Park offers the ideal Philadelphia hotel location.

###

About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for *all* children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$19 million towards fulfilling Alex's dream of finding a cure, funding over 80 research projects nationally including those examining leukemia, brain tumors, neuroblastoma, Wilm's tumor, lymphoma, and osteosarcoma among others. For more information, visit www.AlexsLemonade.org