



JACKSON HOLE CONSERVATION ALLIANCE  
P.O. Box 2728  
Jackson, WY 83001  
(307) 733-9417  
[www.jhalliance.org](http://www.jhalliance.org)

**NEWS RELEASE**

**For Immediate Release:** 7/23/10

**Contact:** Lisa Rullman, (307) 733-9417

## ***Addie's Benefit Boutique is Aug. 4, 5 and 6***

Here's an opportunity to have fun and help the community at the same time! Support the health and vitality of the valley's people and ecosystem by shopping at Addie's Benefit Boutique, an exclusive collection of vendors featuring gorgeous jewelry, fine antiques, and unique clothing, home décor, linens, gifts and gourmet foods.

This year's event – a fundraiser for St. John's Medical Center and the Jackson Hole Conservation Alliance – is scheduled for Aug. 4, 5 and 6, from 10 a.m. to 6 p.m. daily at the permanent tent at Jackson Hole Golf & Tennis Club, about 7 miles north of Jackson and west of the Gros Ventre Junction.

The Conservation Alliance, a 30-year-old local environmental group, motivates friends and neighbors to sustain our unique community by standing up for our valley's wildlife and open spaces, and advocating for responsible development and land use. St. John's Medical Center, Jackson Hole's nonprofit community-owned hospital, is committed to providing quality health care to Teton County and surrounding area residents, as well as visitors from around the world.

Benefit coordinator Amy McReynolds is new to the team this year and is bringing tremendous energy, enthusiasm and new ideas to this annual event. According to Lisa Rullman, development director for the Alliance, "Amy's organizational skills and outgoing personality, coupled with her experience hosting other large events in the valley, make her a valuable asset to our benefit." McReynolds, a long-time valley resident, runs a local business with her husband Lyle.

McReynolds said she became involved with the event because "Both the hospital and the Alliance are organizations which make our valley a better place to live. One lovingly cares for our locals and visitors when ill or injured, and the other lovingly cares for the land and wildlife that we all cherish. We live in a very special place, and it feels right to participate to keep it that way."

Benefit founder Addie Donnan and Amy Bryan handpicked the volunteer committee that supports this event. Bryan serves on the board of the St. John's Foundation with Donnan, who is an honorary board member of the Alliance and founding chair of the hospital foundation. The committee consists of a variety of local women who are dedicated to protecting the health of the valley's people and ecosystem through St. John's Medical Center and the Jackson Hole Conservation Alliance educational and outreach programs.

More than 20 vendors will attend this year's show. Back by popular demand is The Jeans Whisperer, a freshman vendor last year offering low-priced designer jeans for men and women. New vendors, such as Lindsay's Necklaces and Cherchie's Specialty Foods as well as many others, will join perennial favorites Lillian H. Ostergard Ltd. Jewelers, Indo-Chic and Caroline's Cakes. New merchants will be bringing jewelry, textiles, soups and more to the show. "We tried hard to choose vendors that have wares appropriate for Jackson Hole, and some have even added new lines specifically for our valley residents," McReynolds explained.

McReynolds commented that the wares come from around the country and as far away as Europe and Argentina. “We strive to offer a shopping experience that is fun and social and otherwise not available in Jackson. JH Golf and Tennis has proven a good location to meet friends and shop, and by hosting vendors who do not have a presence in any of our local shops, we can avoid competing with our local merchants.”

“I hear people say that they wish our local nonprofits would work together,” Rullman said. “This is a perfect example of two organizations working together for the good of all.”

Benefits for shoppers this year include a 10 percent discount on dining at the North Grille and a 20 percent discount on golf greens fees after 12 p.m. during show dates. (Participants must show an “Addie’s Benefit Boutique” card, available at the event, to receive discounts.) Call Jackson Hole Golf & Tennis Club at (307) 733-3111 for details.

Admission to the benefit boutique is free. For more information, please call Amy McReynolds at (307) 690-4578 or Lisa Rullman at (307) 733-9417.

###