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The swag series: IT Lounge is gifting stars with Kobo eReaders



(Image: Fraser Abe)

What it is: NKPR is hosting a lounge in its Adelaide Street office with a make-over courtesy of star designer Yanic Simard. As part of NKPR's partnership with Paul Haggis's charity Artists for Peace and Justice, founder Natasha Koifman will donate \$5 for each new person who follows her on Twitter (@natashankpr).

Who goes: Hollywood bigwigs including Edward Norton, Tim Robbins, Jennifer Garner and Sissy Spacek camped out last year. This year, Artists for Peace and Justice hosts such as James Franco are expected.

What they get: The more appropriate question might be what don't they get? Stars start out with

sweets from Toronto's Baker Street (the caramel-brownie cheesecake redefines decadence), washed down with Fiji water. As if celebs needed more clothes, Fila, Esprit and RW&Co. are offering free duds. And for the gals travelling without a personal makeup artist (hey, it's still a recession), Stila, Moroccan Oil, Ardell Lashes (which, with its fake lash application, had the ladies of the Toronto media looking extra come-hither) and Goody do hair and makeup. Stars looking to read about something other than themselves will be gifted with a Kobo eReader. The only thing missing is a personal assistant to carry all the stuff back to the hotel.

by Fraser Abe

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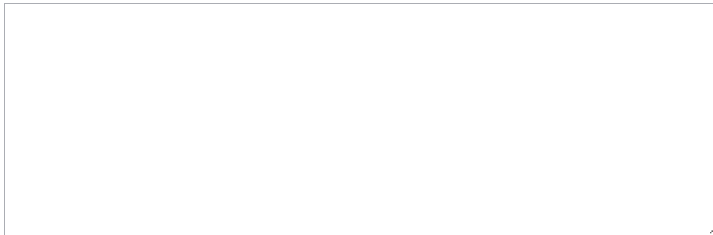
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