



FOR THE EXPERT VIEW  
ON FOREIGN EXCHANGE

SPONSORED BY 

REUTERS

» VISIT OUR

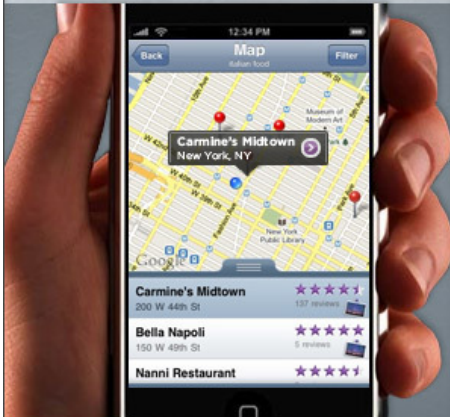
## ARTICLE

## Get Yahoo! Search for iPhone™

Find what's around you.  
Search made simple.

Get It Today

Available on the iPhone  
App Store



YAHOO!  
SEARCH

Get It Today

# Think About IT: Having Fun and Giving Back

Tue Aug 24, 2010 7:15pm EDT

TORONTO, ONTARIO, Aug 24 (MARKET WIRE) --

In anticipation of all the downtown film festival excitement, NKPR leaps into the heart of the action, moving its popular IT Lounge celebrity gifting suite into the agency's sleek new offices at 312 Adelaide Street West. Bigger and bolder than ever, the IT Lounge will now be kitty-corner to the festival's new headquarters at the Bell Lightbox and in the centre of all things film festival. Downtown during the day and uptown at night, NKPR will work with TOROmagazine.com on the debut of its TORO After Dark Lounge, located at PEARS on the Avenue, at the corner of Avenue and Davenport. An invitation-only venue for industry insiders to chill, this exclusive destination will feature innovative programming from September 9th to 13th, starting at 9pm each night. Special events include the unveiling of the Caitlin Cronenberg-curated preview of the New York Times Canadian Photo Archive (September 9th) and the second annual Artists for Peace and Justice Fundraiser (September 11th), to be hosted by Oscar-winning director/writer Paul Haggis (Crash, Million Dollar Baby, Casino Royale), James Franco (Milk, Spider-Man trilogy, Pineapple Express), and AnnaLynne McCord (90210, Nip/Tuck). Earlier in the evening on September 11th, starting at 6:30pm, NKPR will be managing HELLO! Canada's HELLO! Hollywood "Public Faces, Private Lives" red carpet reception at The Royal Conservatory.

### IT's A Transformation - Uber-Lounge and Uber-Pop-Up

In partnership with star designer Yanic Simard and his Toronto Interior Design Group (TIDG), NKPR's cool New York loft--style offices will be made over into the swanky IT Lounge. Design savvy marries brand experience as Simard experiments with lights, fabrics and signature pieces to create the ultimate gifting suite for IT Lounge partners. From concept to execution, Simard developed the Fila Suite, which will feature key fashion apparel, footwear and accessories from its fall 2010 collection.

"This is an exciting year to be part of the film festival and part of the IT Lounge," says NKPR president and IT Lounge founder Natasha Koifman. "As the IT Lounge moves into its fifth anniversary, we really wanted to respond to the evolution of the film festival. Given the proximity of our space to film festival headquarters and activities, this was really the right year to make the move. We wanted to create an unparalleled pop-up retail experience, and working with Yanic and his team at the Toronto Interior Design Group, we have been able to achieve that."

### IT's All Here - 5 years, 15 Brands, 1 Cause

Visited in previous years by the likes of Edward Norton, Queen Latifah, Tim Robbins, Jason Bateman, Olivia Wilde, Ryan Gosling, Sissy Spacek, Ricky Gervais, Jennifer Garner and more, for five years the IT Lounge has invited entertainment industry VIPs to personally experience and discover the latest from established and emerging brands. This year, the tradition continues with the Lounge featuring brands such as Fila, Andrea Professionals, Ardell Lashes, Stila Cosmetics, Moroccanoil, Esprit, RW&CO., Sharpie, Goody, Dagmar Jewellery, Kobo eReader, Diane Lai skin care line, FIJI Water, and Baker Street. Chill out in comfy couches and send your tweets from the IT Lounge internet cafe, which will feature ultra-compact Laptops with Rocket(TM) built-in from Rogers. Take your sweet time with Pecan Pie Cheesecake, Apple Pie, White Chocolate Mousse made with organic cream and berries and Caramel Brownie Cheesecake from Baker Street. Official car sponsor Acura will make it super-easy for celebs to get from the Lounge to press junkets or film premieres or anywhere else they would like to go. Central Image Agency, Canada's boutique imaging agency, will be the exclusive in-house photographer at

## READ

- 1 [Pakistan halts NATO supplies after border attack](#)  
2:11pm EDT
- 2 [Snap Analysis: Contador test failure to hit sponsorship](#)  
9:36am EDT
- 3 [China rich make "generous" gifts at Gates and Buffett dinner](#)  
[VIDEO](#)  
7:59am EDT
- 4 [Russia calls Japan's island claims a "dead-end"](#)  
2:22pm EDT
- 5 [Corrected: NATO helicopters chase fighters into Pakistan](#)  
9:43am EDT

SHARED

- 1 [Study finds first evidence that ADHD is genetic](#)  
4:54am EDT
- 2 [Facebook and Skype exploring partnership: report](#)  
2:08am EDT
- 3 [Pakistan halts NATO supplies after border attack](#)  
2:11pm EDT
- 4 [Just-right planet that can support life detected](#)  
29 Sep 2010
- 5 [Special report: How Dubai got serious](#)  
7:50am EDT

WATCHED

[Red faces over top model gaff](#)

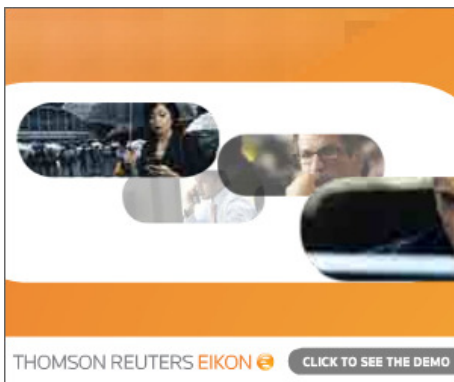
Tue, Sep 28 2010

[Mexican mayor stoned to death](#)

Tue, Sep 28 2010

[Glowing new fluorescent angelfish](#)

Sun, Sep 26 2010



this year's Lounge.

Push IT, Doing Real Good - Charitable Partnership with Artists for Peace and Justice

"This is always my favourite time of year," says Koifman. "We have a lot of fun, work with great partners, and have the opportunity to give back as much as we give out." This year is no different with the IT Lounge beneficiary being Artists for Peace and Justice (apjnow.org). Founded by Paul Haggis and launched during last year's film festival, APJ is dedicated to improving the lives of Haitian children by supporting an effective education model in Haiti that will reach thousands of children, providing hot meals, clean water and essential medical treatments in addition to a valuable education. The APJ board includes Hollywood heavy-hitters such as Penelope Cruz, Javier Bardem, Nicole Kidman, Olivia Wilde, Susan Sarandon, Gerard Butler, Josh Brolin, Diane Lane, Charlize Theron, and Maria Bello, who use their celebrity and resources to help make a difference in a nation ravaged by poverty and natural disaster.

"Sitting on the APJ's advisory board, I know first-hand that all funds raised go directly to improving the lives of the people of Haiti," says Koifman. "Haiti is still in desperate need of our attention, support and funds. Over one million Haitians remain displaced in makeshift tent cities without the basic necessities of life. When it came to choosing a charity to work with, APJ was a natural choice."

IT's 24/7 Online

Through a strong social media push, NKPR aims to raise funds for APJ through Twitter. From August 26th to September 15th, NKPR will donate a dollar to the charity for every new Twitter follower that signs up at [twitter.com/natashankpr](http://twitter.com/natashankpr).

"Every contribution helps when you're talking about a country where the average person lives on just a few dollars a day," says Koifman. "Together, we can make a major impact. Our contribution can provide for something as simple as fresh water or as big as constructing a school."

In addition to the Twitter campaign, NKPR will launch their microsite at [nkpr.net](http://nkpr.net) for everything film festival. The site will not only track APJ fundraising efforts, but will also feature daily contests, exclusive IT Lounge images, and the latest news from the various red carpets and parties.

Contacts:  
NKPR  
Jenna Patterson  
416.365.3630 x231  
[jenna@nkpr.net](mailto:jenna@nkpr.net)

NKPR  
Bunmi Adeoye  
416.365.3630 x226  
[bunmi@nkpr.net](mailto:bunmi@nkpr.net)

Copyright 2010, Market Wire, All rights reserved.

-0-

After reading this article, people also read:

[PRESS DIGEST - Wall Street Journal - Aug 25](#)

Aug 24, 2010

BROKER CENTER Special Advertising Feature

**TD AMERITRADE** Trade Free for 30 Days  
Trade free for 30 days

**ifr** INTERNATIONAL FINANCING REVIEW LEARN MORE  
A THOMSON REUTERS SERVICE

**E\*TRADE**  
E\*TRADE Securities LLC

Ads by Marchex

[Hot Stock Pick - NACF](#)  
Green Energy Clean Fuels. Oil Spill Cleanup Technology.  
[www.NationalCleanFuels.com](http://www.NationalCleanFuels.com)

[Penny Stock Tips That Pay To Trade](#)  
Expert Analysis Help Guide You! Free Top Rated Penny Stock Alerts. Join Today!  
[www.PennyPayday.com](http://www.PennyPayday.com)

[Do You Buy Penny Stocks?](#)  
Our Free Stock Alerts delivered recent Gains of over 600%! Sign up today!  
[www.StockMarketingInc.com](http://www.StockMarketingInc.com)

[Free Aftershock Book](#)  
Dick Morris Says This Book is a Must-Read. Get It Now.  
[www.Moneynews.com](http://www.Moneynews.com)

# MORE FROM REUTERS

## AIG, U.S. set faster, riskier exit path

NEW YORK (Reuters) - American International Group Inc laid out a plan on Thursday that sets the insurer on an accelerated path for payback of bailout money, but it also increases the risk for the U.S. government. | [Video](#)

CONTINUE READING

### TOP NEWS

- [Data supports modest third-quarter growth hopes](#)
- [Unrest rocks Ecuador as troops take airport](#)
- [Mattel's Fisher-Price to recall 10 million products](#)
- [Lawmakers urge regulators to avoid infighting](#)
- [Ireland faces "horrendous" bank bill, Spain downgraded](#)
- [Obama aide Emanuel to run for Chicago mayor](#)
- [Special Report: The ties that bind at the Federal Reserve](#)

» [More Top News](#)

### HAPPENING NOW



#### SPECIAL REPORT: Cozy ties at Club Fed

To the outside world, the Federal Reserve is an impenetrable fortress. But former employees and big investors are privy to some of its secrets -- and that access can be lucrative. A Reuters investigation offers a look behind the walls. [Full Article](#)

"Insiders" designed failure for reform

[Deep End: More special reports](#)

### ECONOMY

### ANALYSIS & OPINION



**Toxic waste is history but Superfund lives on**  
Gregg Easterbrook



**Elizabeth Warren's principles**  
Felix Salmon



**Gold as the "ultimate bubble"**  
John Kemp

» [More Analysis & Opinion](#)

### TODAY IN PICTURES



#### Editor's Choice

A selection of our best photos from the past 24 hours.

[View Slideshow](#)

### TOP VIDEOS

#### AIG, US set terms for break-up

[Euro zone faces a day of hard knocks](#)

[Car makers on recovery road in Paris](#)

» [More Top Videos](#)

### MARKETS

#### US Indices

**DOW**  
- **38.22**  
10,797.06  
-0.35%

#### NASDAQ

**-2.99**  
2,373.57  
-0.13%

#### S&P 500

**0.08**  
1,144.81  
+0.01%

#### TR US INDEX

**-0.06**  
103.90  
-0.06%

#### Int'l Indices

**NIKKEI**  
9,369.35

#### HANG SENG

22,358.17

» [Markets](#)

## REUTERS

© Copyright 2010 Thomson Reuters

Editorial Editions:



### REUTERS

- Contact Us
- Advertise With Us
- Help
- Journalism Handbook
- Archive
- Site Index
- Video Index
- Reader Feedback
- [Reuters on Facebook](#)
- Mobile
- New sletters
- RSS
- Podcasts
- Widgets
- Your View
- Analyst Research

### THOMSON REUTERS

- Copyright
- Disclaimer
- Privacy
- Professional Products
- Professional Products Support
- Financial Products
- About Thomson Reuters
- Careers

### ONLINE PRODUCTS

- Acquisitions Monthly
- Buyouts
- Venture Capital Journal
- International Financing Review
- Project Finance International
- PEHub.com
- PEWeek
- FindLaw

Thomson Reuters is the world's largest international multimedia news agency, providing investing news, world news, business news, technology news, headline news, small business news, news alerts, personal finance, stock market, and mutual funds information available on Reuters.com, video, mobile, and interactive television platforms. Thomson Reuters journalists are subject to an [Editorial Handbook](#) which requires fair presentation and disclosure of relevant interests.

NYSE and AMEX quotes delayed by at least 20 minutes. Nasdaq delayed by at least 15 minutes. For a complete list of exchanges and delays, [please click here](#).

[Login or register](#)

Latest from My Topics