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Think About IT: Having Fun and Giving Back

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TORONTO, ONTARIO -- 08/24/10 -- 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

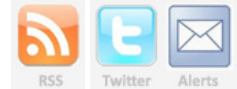
In partnership with star designer Yanic Simard and his [Toronto](#) Interior Design Group (TIDG), NKPR's cool New York loft--style offices will be made over into the swanky IT Lounge. Design savvy marries brand experience as Simard experiments with lights, fabrics and signature pieces to create the ultimate 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

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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™ 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 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.

"Every contribution helps when you are 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 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.

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