

# Northland Center of Southfield (‘Go Red’ success story)

Red was the color, and it was beautifully displayed in the Southfield Goes Red Extravaganza for Women held on April 21 at the Northland Center's Heavenly Escape Spa, which provided our community with outstanding speakers, information, displays, giveaways, food, friendship, fashion and fun.

Nadine Cook, director of communications at St John Health, described the role Providence Hospital plays in providing health care that has a passion for healing and how Providence not only has a renowned cardiac team, it is also a leader in new, advanced treatments. It's the only hospital around named a Top 100 Heart Hospital in the nation six years in a row.

Deena Centofanti from Fox 2 had opening remarks and shared the commitment of maintaining health lifestyles and how women in particular are the caregivers with little left over to give to themselves. Southfield Mayor Brenda Lawrence shared her own touching experience about her husband having a heart attack and how her "mouthwatering mac and cheese, fried foods and pound cake" were mostly to blame.

Dr. Shukri David, Cardi-

ologist Section chief at Providence Hospital, confirmed Mayor Lawrence's confession by sharing facts such as heart disease is 72 percent more likely to occur in African Americans due to our diets and lack of exercise, which causes the arteries to clog and deteriorate. We must change our diets to include far more fruits and vegetables and add daily exercise.

Then our fun began! Tyra Banks had nothing on this group! The AKA's Sorority members Terry Mann, Kim Hurns, Barbara Duncan and AKA Teen President Chanel Easley strutted and strolled the runway. The beautiful fashions were provided through Macy's and Bhogalli's Leathers and Furs.

The other models were also very entertaining, and a certain gentleman by the name of Michael Lurin of Northland Center, won all the ladies hearts. The director of marketing for Northland Center, Roslyn Atwood, coordinated and narrated the fashion show. The Heavenly Escape Spa provided the perfect setting for this event.

The other partnering organizations were Southfield Community Foundation, Prov-

idence Hospital, along with Macy's. Nadine Cook raffled off many door prizes, including healthy cookbooks, Love Your Heart T-shirts, pamper gift certificates, and much more. Providence also provided free blood pressure readings for our guests. Northland merchants provided a "Preferred Go Red Sales List," just for those women who decided to shop till they dropped. By a show of their "Go Red" pin, the sale was done.

Northland Center has been an icon of the community for years, and will continue to provide the community needs with great services.

It's all Northland, and as the first mall in the country, we continue to strive for excellence, and to be a prominent landmark for the community. Our 130 retail stores have served the needs and services for many over the years. There's new management, new ideas and many new stores. As it is, and has always been, "Uniquely at Northland, First and Always!"

For more information please contact Roslyn Atwood, marketing director, at (248) 569-6272) or visit our website for upcoming events at [www.shopatnorthland.com](http://www.shopatnorthland.com).

Clipping provided by:

John Bailey &  
Associates Inc.

Public Relations

**The Michigan Chronicle**

May 2-8, 2007

(Page 2 of 3)



**SUSAN GORDON JACKSON** (below, from left), AKA Sorority; Teresa Mathis, Heavenly Escape Spa, Northland Center; Lennen Chance, Macy's-Sales Manager; Deena Centofanti, Fox 2; Nadine Cook, director of communications, St. John; Christine Redmond, Southfield Women's Fund; and Roslyn Atwood, marketing director, Northland Center.



Clipping provided by:

**John Bailey &  
Associates Inc.**

Public Relations

**The Michigan Chronicle**

May 2-8, 2007

(Page 3 of 3)



**SOUTHFIELD  
MAYOR BRENDA  
LAWRENCE** with Dr.  
Shukri David, Cardi-  
ologist Section Chief,  
Providence Hospital.

Clipping provided by:

John Bailey &  
Associates Inc.

Public Relations