



FOR IMMEDIATE RELEASE

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**FASHION, MODELS AND CHARITY COMBINE
FOR NEW "MODELS ON MAIN" FUNDRAISING EVENT
AT HOTEL BETHLEHEM**

BETHLEHEM, PA – *April 14, 2015* –1741 on the Terrace will shine with elegance and glamour on Friday, April 24 when The Shoppe at Hotel Bethlehem presents its new "Models on Main" luncheon event.

Stylish models will glide amongst tables in the Terrace to showcase accessories and apparel that are available for purchase in The Shoppe, located on the hotel's lower level. The event is sure to bring back memories for many Lehigh Valley residents of a time when roving models often showcased the latest runway fashions in big department stores such as Hess's in Allentown and its famous Patio restaurant.

The historic hotel has partnered with Project Child for this event, and is donating 5 percent of its sales in The Shoppe that day to the local nonprofit organization. <https://www.projectchildlv.org>

Anne Adams, Senior Vice President, of Valley Youth House stated, "Project Child, the child abuse coalition of the Lehigh Valley, is extremely grateful for all of the support that the Historic Hotel Bethlehem has provided for our 'Have a Heart for Children' event, which has been held there every March for the last eight years. Now I am very appreciative that the Hotel has chosen to partner with Project Child for this new event "Models on Main Luncheon" benefit. I am so delighted by this partnership, and look forward to assisting them in making it a huge success."

Two seatings are available for lunch at 11:00 am and 12:30 pm. The three-course luncheon features a specialty menu created by Chef Michael Adams.

Starters

Choice of

Puree of Watercress Potato & leek

1741 Garden Salad with Balsamic Vinaigrette

Entrée

Choice of

Hummus Wrap

hummus, avocado, tomato, pea shoots, feta

Fennel Peppercorn Seared Tuna

liberty gardens provence greens grilled asparagus, spring onions & citrus vinaigrette

Chicken Salad Croissant

*roasted chicken breast, walnuts, grapes, bell peppers, celery,
mayonnaise all served on a croissant*

Fish Tacos

jicama slaw, avocado crema, grilled mahi mahi

Dessert

Choice of

Financier

strawberries & rhubarb

Molten Center Chocolate Cake

All luncheon guests will receive a complimentary gift from the Shoppe to accessorize their spring wardrobes.

The luncheon is \$25 all-inclusive, and features a complimentary glass of wine. Reservations, which are recommended because seating is limited, can be made by calling 610-625-2219 or by emailing restaurants@hotelbethlehem.com.

The Historic Hotel Bethlehem is located in Bethlehem, Pa. in the heart of Bethlehem's nationally registered historic district. The Hotel is a proud member of *Historic Hotels of America*.

Experience world-class service, charming guest accommodations and award-winning cuisine, all on a site that has been warmly welcoming guests since 1741. www.HotelBethlehem.com