



February 2008

The Paige Turner: Goodness, Greening, Yelping, and More

Paige Wolf Media & Public Relations Newsletter

Besides my fabulous new [Web site](#), here are some other fun finds for February.

Philly is discovering [Yelp.com](#) the city guide that taps into the community's voice and reveals honest insights on local businesses and services. Already huge on the West Coast, Yelping is addictive and a great way to find the truth about the best burgers, dentists, tattoo parlors - really whatever you need.

I just signed up for daily e-mails from [thedailygreen.com](#), a subsidiary of Hearst that I actually read about in *Harper's Bazaar*. It's great to see a magazine that prides itself on pages doing something proactive to subset all that paper use. And, of course, I always like to encourage people to bring those used magazines to salons, gyms, and where we really need it most - the dreadful doctor's waiting rooms.

Speaking of magazines, my new favorite is [Good Magazine](#), which completely dedicates itself to promoting charitable work, products that give back, positive action, and the people who make the world a better place.

Make the most of this short month and *enjoy*.

Paige

Philly's Restaurant Week in Full Swing

Unless you are living in your microwave, you probably know it's Center City Restaurant Week. Inflation brought the three-course tab to \$35 this year, but at these restaurants it's still a great deal. [Palace at the Ben](#) is offering a true abundance with a wide selection of entrees accompanied by soup, kabab, samosa, several sides, and dessert.



As a newcomer, [Sonam](#) just missed the boat for Restaurant Week this year. But with three plates of "global dim sum," plus a dessert generally totaling less than \$35, one can easily take advantage of a \$70 dinner date at this BYOB. Both spots also make great picks for a romantic and memorable Valentine's Day.

For more on Center City Restaurant Week, visit [online](#).

[Palace at the Ben](#)

834 Chestnut St.
(267) 232-5600

[Sonam](#)

223 South St.
(215) 922-3092

Save The Date for A Perfect Fit



[The Career Wardrobe](#) is moving this year's *A Perfect Fit* fundraiser to a bigger space at World Cafe Live. The event on Wed., June 11, will incorporate the theme *Living an Empowered Life*.

In addition to our media personality fashion show, live auction of celebrity-signed handbags, and magnificent silent auction, this year's event will include a special keepsake resource, the "Living an Empowered Life" Program Book. This spiral-bound book will be full of articles on how women can take control of their personal and professional lives. To sponsor an article and enjoy other VIP benefits such as reserved upper-level seating, please contact [Sheri Cole](#).

As If You Needed Another Reason

After countless mat classes and reformer lessons, I've noticed a few things beyond my increased fitness. As my mind tends to seek out the PR angle and/or the green factor in all everyday activities, I realized that Pilates is a workout which relies far less on the energy of machines.



There are no treadmills or stairmasters consuming major watts, no televisions mounted on walls playing closed-captioned reality shows, and not even a stereo needed to keep a beat. In fact, Pilates, as well as Yoga, may be the greenest way to stay fit. Even walking, at least for me, requires the use of an iPod. But Pilates needs only a few feet of floor space and the occasional no-plug-in-required apparatus. At Equilibrium, we even wipe down the equipment with healthy Method cleaning products. How much greener can you get?

[Equilibrium Pilates](#)

424 S. 2nd St.
(215) 923-3669

The Making of a Good Dog by Proper Paws: Part 2



Sit. *Good Dog*. Stay. *Good Dog*. Get the newspaper...OK, he's not a genius. But he's definitely gotten much better since our work began with Proper Paws.

Proper Paws employs a unique method of training you how to become a successful dog trainer, providing the knowledge and tools necessary to live happily as dog and human. Through a six-lesson course, you will learn how to teach your dog the basic commands such as sit, down, stay, come and heel. In addition to these basics, you will gain a better understanding of dog behavior, body language, the effects of environmental changes, and much more. The best part is that only private, in-home lessons are offered to increase the effectiveness of your training experience

- it doesn't get any more convenient.

[Proper Paws](#)

647 Bainbridge St.
(215) 701-3951

Sustainable Business Network

I am proud to be a new member of [Sustainable Business Network of Greater Philadelphia](#), a nonprofit network of local business people, professionals, social entrepreneurs, investors, not-for-profit leaders, and government representatives committed to building a more socially, environmentally, and financially sustainable local economy. A living economy supports both community and natural life, while sustaining long-term economic viability. SBN supports programs like Buy Local Philly, annual conferences and product expos, and an online marketplace. Visit [SBN online](#) to learn more.



Shout Outs

Morris Animal Refuge Holds Their 11th Annual Fur Ball Fundraiser

Honorary hosts are Michael, Lisa, and Olivia Nutter along with their adopted dog Happy.

On Sat., Feb. 9, Morris Animal Refuge will host its 11th annual Fur Ball Fundraiser at the Loews Philadelphia Hotel at Commonwealth Hall. The event will take place from 7:30-midnight and will be co-hosted by Fox 29's Kerri-Lee Halkett and John Bolaris. Awards will be given to WMGK's John Debella and Fur Ball founder, Henri David. Guests can enjoy dinner, dancing (music provided by EBE Entertainment and the Eric Stein Jazz Group) and a silent auction. Faux fur, animal prints, and costumes are welcomed. Tickets are \$75 in advance and \$85 at the door and may be purchased by calling (215) 735-9570 or [online](#).

Contact Information

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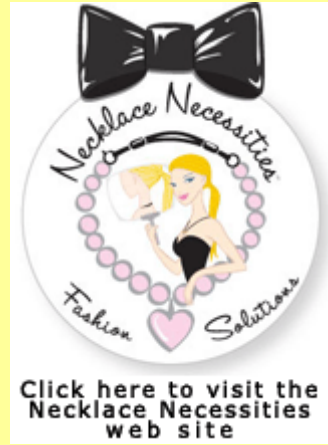
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[Necklace Necessities](#)

Offer Expires: 2/28/08

10% Off Your Bill at Palace at the Ben

Enjoy 10% off your bill at Palace at the Ben. Does not include tax and gratuity.

834 Chestnut St.
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Open for lunch and dinner seven days a week. Take out available.

[Palace at the Ben](#)

Offer Expires: 2/28/08

10% Off Your Bill at Sonam

Enjoy 10% off your bill at Sonam. Does not include tax and gratuity.

223 South St.
(215) 922-3092

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Offer Expires: 2/28/08