

# LOUNGE

## 2010 DEBRIEF REPORT

Chatelaine.com  
 August 30, 2010  
 Impressions: 280,000

First for Canadian Women  
**Chatelaine**

# Chatelaine

Enter for your chance to win a taste of the VIP treatment and 1 of 5 ultimate celebrity gift bags from this year's IT Lounge.



- Gift bag includes:**
- Fila fall '10 collection apparel
  - Kobo eReader
  - RW&CO. fall fashions
  - Stila fall '10 collection
  - Dagmar jewellery
  - Ardell lashes
  - Baker Street dessert
  - Diane Lai moisturizer
  - FIJI Water
  - Goody hair accessories
  - MoroccanOil hair products
  - Sharpie pens and markers
  - Esprit leather jacket, watch and umbrella
  - Andrea Professionals hair removal product suite
  - Universal Music digital card

**PARTICIPATING IT LOUNGE SPONSORS**



Contest closes on October 8, 2010. Must be a Canadian resident over the age of majority in your province or territory of residence, excluding Quebec. One entry per person. Full contest rules and regulations and entry ballot at [chatelaine.com/itlounge](http://chatelaine.com/itlounge). Mathematical skill-testing questions must be correctly answered to win. Odds of winning depend on the number of eligible entries received. No purchase necessary. Approximate value of each prize: \$2,000. Prize may not be exactly as shown.

**NKPR**

LOUNGE

Citytv.com  
September 10, 2010  
Impressions: 45,000

# Citytv



Citytv.com | Watch Video | Shows | Schedule | Community | Contests | News

## Citytv video

New Sunlight DEEP CLEAN. Click to save \$1 on New Sunlight® Deep Clean™. 

Video Home Shows All Videos Popular Recent Search Videos

Citytv Video Shows Breakfast Television Toronto IT lounge for TIFF (PT.1of2)

Subscribe to Breakfast Television Toronto



Dim the Lights 

**Breakfast Television Toronto**  
Aired September 10, 2010

**IT lounge for TIFF (PT.1of2) (04:20)**  
Jenn's at the IT lounge for TIFF, NKPR at 312 Adelaide St. West.

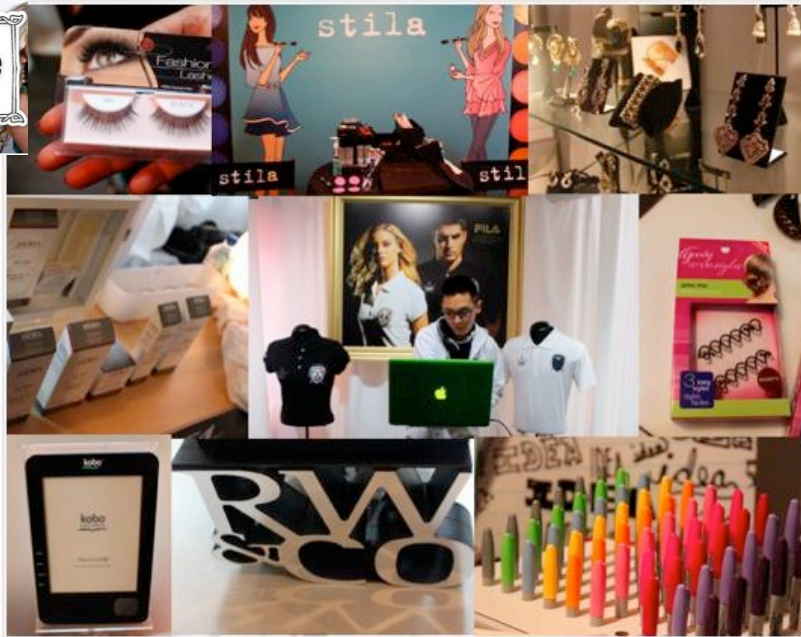
Coffee. Latte. Espresso. Yes. Yes. Yes. 



# NKPR

# LOUNGE

CocoandLowe.com  
 September 10, 2010  
 Impressions: 3,500



This is PR firm **NKPR's** 5th year hosting the IT Lounge and their 1st year in their swank new digs right in the new heart of 'Festival Central' -Downtown Toronto. This year NKPR teamed up with designer Yanic Simard from the Toronto Interior Design Group to transform their already cool NY style offices into an Uber Pop-Up -and uber it was! The place was a buzz with press and celebs and the energy was electric. Plus it's not only a 'take' situation, NKPR has teamed up with '**Artists For Peace And Justice**' which was founded by Paul Haggis to improve the lives of Haitian children through education.

**NKPR**

**LOUNGE**

# CocoandLowe.com Continued...

September 10, 2010

Impressions: 3,500



I also NEED this "blinged-out" version!



I got my caricature done by a Sharpie artist!



Stila let me test out their fab new Custom Color Blush that adjusts to your skin's PH to create a custom colour just for you!



Andrea Professionals let me in on the Do's and Don't's of 'at home' waxing.



I got a few tips on how to properly apply fake lashes from Ardell and am now officially obsessed with #105 (J Lo is too BTW...ha!)



Goody has a bunch of new cool tools that can help you make that perfect Model Off Duty bun



The Kobo eReader -Indigo's answer to the Kindle- was on display and I was informed that not only is it totally affordable (around \$140) it comes fully loaded with 100 of some of the best books ever! That alone is worth more than the list price.



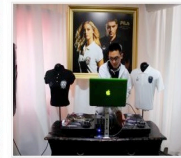
and they were nice enough to gift me with one



RW & Co showed off their Holiday '10 collection



Fila had the pimpin' suite at the front of the space complete with a DJ and a ton of merch. As their 100 year anniversary is approaching (2011- they are celebrating with a Centennial collection (pictured beside the dj).



But my favorite piece had to be the mens throwback baseball jacket. "memories"



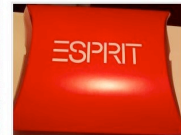
Dane Lal-who was actually there in the flesh-- showed me exactly how I can get rid of those pesky dry spots I have that won't go away with normal moisturizer. Her very own all natural, hypo-allergenic Rejuvenate lotion is ideal for infants and toddlers and anyone with highly sensitive skin.



Moroccan Oil was there once again to save the day when my hair started to frizz from all of the heat and excitement in the room. Just a couple sprays of their glorious Luminous Hairspray and I was good to go!



Espirit hooked me up with a full Urban Goddess City Lights pack complete with a garment bag, luggage tags, Fiji bottled water, bath salts, an umbrella, oh and umm, A LEATHER JACKET!



And to top it all off Baker Street keep my energy up with the most delicious cheese cake pecan pie concoction. Beyond good.



Lyric Bert, Blake McGrath, Trish Stratus and Matt Dusk all dropped by.



All in all a smashing good time! BUT we wouldn't be true to our coco & lowe motto: Sharing is Caring, if we didn't share some of this amazing swag with you!

### CONTEST

To get a chance to win some of these amazing products all you have to do is go back to the top of this post and RE-TWEET it! We will keep track of all of your RT's and choose a winner at random on Tuesday! So get RT'ing!

xxxx

xxxx

xxxx

p.s. follow NKPR on twitter (@nkprchicago) and for every new follower they will donate \$1 to Artists For Peace and Justice

Slice.ca  
 September 10, 2010  
 Impressions: 130,000



Actor Colin Mochrie (This Hour Has 22 Minutes) and his wife Debra McGrath (Little Mosque on the Prairie) with their new Kobo eReaders



Lynq Bent (Four Brothers, Rookie Blue) with his new Fila F-14 sneakers



Singer, dancer and So You Think You Can Dance Canada judge Blake McGrath

Lucky ducks that we are, Urban Fashionista, The Coca-Cola Kid and I got to take a spin in **NKPR's** IT Lounge yesterday and were happily weighed down with bags of swag. And we weren't the only ones who were gifted. Obviously the celebrities are top priority.

The fab freebies include swag from: Fila, RW&CO., Andrea Professionals, Ardell Lashes, Stila Cosmetics, Moroccanoil, Esprit, Acura, Goody, Sharpie, Dagmar Jewellery, Diane Lai skin care line, Kobo eReader, Baker Street and FIJI Water. And the lounge isn't just about freebies. NKPR is donating proceeds to **Artists for Peace and Justice**, an organization that's creating a brighter future for the children of Haiti.

Here are a few of the famous film fans who attended...



TV host and former WWE wrestler Trish Stratus in the private RW&CO. dressing room



Jazz and blues singer Matt Dusk poses with his personalized Sharpie caricature

The screenshot shows the Slice.ca website interface. The main content area features a large article titled "TIFF: The Celebrity Swag Begins" with a sub-headline "Lucky ducks that we are, Urban Fashionista, The Coca-Cola Kid and I got to take a spin in NKPR's IT Lounge yesterday and were happily weighed down with bags of swag. And we weren't the only ones who were gifted. Obviously the celebrities are top priority." Below the article is a list of celebrities who attended, including Colin Mochrie, Lynq Bent, and Matt Dusk. To the right of the article is a sidebar with "On TV Tonight" and "Pie Made Easy" banners. At the bottom of the page, there are more promotional banners for "Sharpie" and "TIFF".

VancouverSun.com  
 September 10, 2010  
 Impressions: 1,400,000



Actor Colin Mochrie (This Hour Has 22 Minutes) and his wife Debra McGrath (Little Mosque on the Prairie) with their new Kobo eReaders



Lynq Bent (Four Brothers, Rookie Blue) with his new Fila F-14 sneakers



Singer, dancer and So You Think You Can Dance Canada judge Blake McGrath



TV host and former WWE wrestler Trish Stratus in the private RW&CO. dressing room

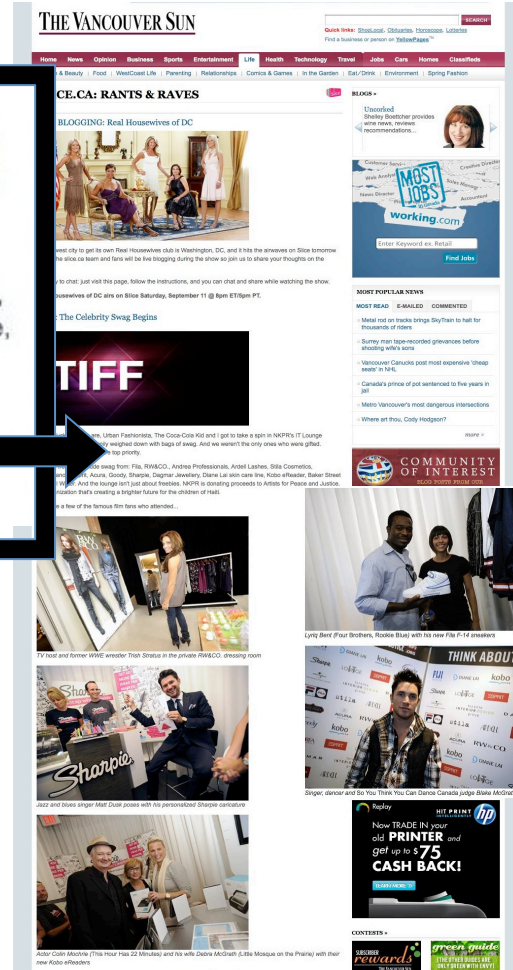


Jazz and blues singer Matt Dusk poses with his personalized Sharpie caricature

Lucky ducks that we are, Urban Fashionista, The Coca-Cola Kid and I got to take a spin in **NKPR's** IT Lounge yesterday and were happily weighed down with bags of swag. And we weren't the only ones who were gifted. Obviously the celebrities are top priority.

The fab freebies include swag from: Fila, RW&CO., Andrea Professionals, Ardell Lashes, Stila Cosmetics, MoroccanOil, Esprit, Acura, Goody, Sharpie, Dagmar Jewellery, Diane Lai skin care line, Kobo eReader, Baker Street and FIJI Water. And the lounge isn't just about freebies. NKPR is donating proceeds to **Artists for Peace and Justice**, an organization that's creating a brighter future for the children of Haiti.

Here are a few of the famous film fans who attended...



**NKPR**

**LOUNGE**

SoloMag.com  
September 10, 2010  
Impressions: 31,986

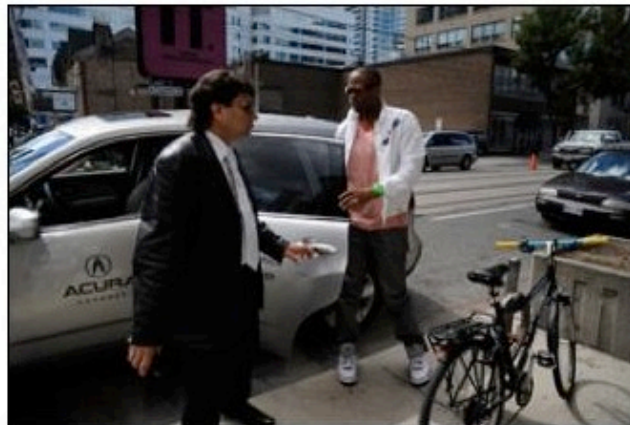


## Paul Haggis, Kathleen Robertson, Lisa Ray, Kardinal Offishall, Peter Tunney And More Visit NKPR's IT Lounge

By Jacqueline Parker

**September 10, 2010. Toronto, ON** - The second day of the IT Lounge was buzzing! Paul Haggis, Kathleen Robertson, Lisa Ray, Brett Wilson, Kardinal Offishall, Tiffany Hines, Dwayne De Rosario, Kim Bubbs, Peter Tunney, Melinda Shankar and Luke Bilyk stopped by to enjoy the IT brands and support Artists for Peace and Justice.

After a long flight from L.A. to Toronto, Oscar-winning writer/director **Paul Haggis (Crash, Million Dollar Baby, The Next Three Days)** came directly to the IT Lounge! And why wouldn't he- IT Lounge brands are supporting his charity Artists for Peace and Justice, an organization that's changing the lives of the children of Haiti by providing them with food, clean water, medical care and free education. Paul enjoyed all of the brands and since he's a writer, he took special interest in the eReader from **Kobo**, a brand that's giving 100% of the proceeds from sales of select eBooks back to APJ. Paul also picked up a few special **Sharpie No-Bleed** pens stamped with the APJ logo.

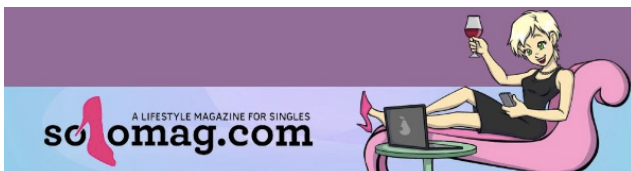


# NKPR

LOUNGE



SoloMag.com  
September 10, 2010  
Impressions: 31,986



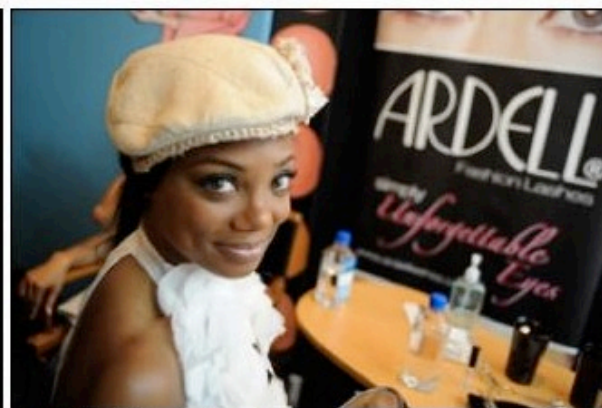
## Paul Haggis, Kathleen Robertson, Lisa Ray, Kardinal Offishall, Peter Tunney And More Visit NKPR's IT Lounge

By Jacqueline Parker

Actress **Kathleen Robertson** spent some time getting even more gorgeous with the girls at **Stila**. The Beverly Hills 90210 alum loved Stila's One Step Correct product because it's a primer, colour corrector, brightener and anti-aging skincare serum all in one. Kathleen also glowed in 22-karat Victorian earrings in green onyx and freshwater pearls from **Dagmar Jewelry**, which she'll be showing off at the TIFF premiere of her film A Night for Dying Tigers.

**Brett Wilson** from CBC's Dragon's Den had an up-close-and-personal moment with actress **Lisa Ray** (Water, Cooking with Stella) in the IT Lounge. While Lisa adored **Moroccanoil's** curl control cream, love was really in the air when the two cuddled and laughed together while selecting their matching **Esprit** umbrellas. New couple alert?

**Rapper Kardinal Offishall** arrived at the IT Lounge in style courtesy **Acura's** VIP car service. Kardinal, who brought his godson Xavier along for the fun, goofed around at the Sharpie booth as his caricature was drawn.

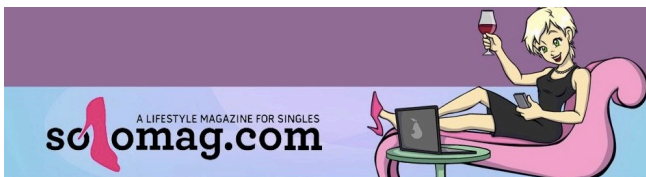


**Tiffany Hines**, from the brand new series Nikita, looked bright-eyed and stunning in her natural lashes from **Ardell**. The gorgeous star also glowed at the **Andrea Professionals** booth where she picked up an at-home waxing kit. Tiffany is absolutely ready for her close-ups!

# NKPR

# LOUNGE

SoloMag.com  
September 10, 2010  
Impressions: 31,968



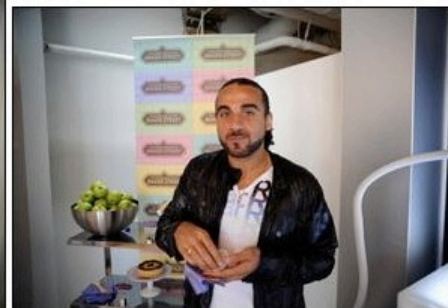
## Paul Haggis, Kathleen Robertson, Lisa Ray, Kardinal Offishall, Peter Tunney And More Visit NKPR's IT Lounge

By Jacqueline Parker

Toronto FC captain **Dwayne De Rosario** was tempted by everything **Baker Street** offered up! Even though he's lactose intolerant and couldn't try the amazing Pecan Pie Cheesecake, he was able to enjoy a big bite of Baker Street's Handcrafted Apple Pie. And because Dwayne is always a good sport, the soccer star let the IT Lounge staff put **Goody's Simple Styles Spin Pins** in his long hair. At the next FC game, keep an eye out for Dwayne's stylish updo!

Actress **Kim Bubbs** (HBO Canada's Bloodletting & Miraculous Cures) got refreshed on the inside and the outside by drinking **FIJI Water** and applying moisturizer from **Diane Lai** on her sensitive skin? respectively, of course!

New York-based artist **Peter Tunney** clearly loved the comfort and relaxed style of his Fila loungewear - he gave the IT Lounge crew an impromptu karate lesson in his brand new white -91 Mesh hoody and pants! A hint at what's to come, Peter revealed that he'd be wearing this particular outfit on the live-art red carpet at this **Saturday's fundraiser for Artists for Peace and Justice (September 11)**. As he did his final lap, Peter talked-up the IT Lounge's brilliant designer **Yanic Simard from the Toronto Interior Design Group** and congratulated him on a job well done!



At the end of the day, **Melinda Shankar** and **Luke Bilyk** from *Degrassi: The Next Generation* enjoyed having the IT Lounge to themselves! The adorable real-life couple spent time in the Fila suite (Luke went nuts for **Fila's F-Box** line!) and **RW&CO**. (Melinda took home a matte satin trapeze blouse with pearl and rhinestone embellishment).

**Tomorrow's expected IT Lounge visitors:** Hayden Christensen, Emilio Estevez, Martin Sheen, Amanda Crew, Fefe Dobson, Justin Rego, Erin Karpluk and many more!

**And don't forget!:** For every new Twitter follower that signs up at [twitter.com/natashankpr](https://twitter.com/natashankpr) between August 26 - September 15, NKPR will donate \$5 to Artists for Peace and Justice!

# NKPR

# LOUNGE

TheProvince.com  
September 10, 2010  
Impressions: 486,000

# The Province

It starts here.

Lucky ducks that we are, Urban Fashionista, The Coca-Cola Kid and I got to take a spin in NKPR's IT Lounge yesterday and were happily weighed down with bags of swag. And we weren't the only ones who were gifted. Obviously the celebrities are top priority.

The fab freebies include swag from: Fila, RW&CO., Andrea Professionals, Ardell Lashes, Stila Cosmetics, Moroccanoil, Esprit, Acura, Goody, Sharpie, Dagmar Jewellery, Diane Lai skin care line, Kobo eReader, Baker Street and FIJI Water. And the lounge isn't just about freebies. NKPR is donating proceeds to Artists for Peace and Justice, an organization that's creating a brighter future for the children of Haiti.

Here are a few of the famous film fans who attended...



Singer, dancer and So You Think You Can Dance Canada judge Blake McGrath

## A Stylish Tiff Thursday



For celebrity stalkers, movie buffs and party crashers alike, the Toronto International Film Festival is the most wonderful time of the year. And this year, Beauty Buff, Urban Fashionista and Coca Cola Kid will be bringing you updates on the most important parts of the festival. You know, the red carpets, celebrity swag and any gossip we can get our dirty little hands on. PLUS keep your eyes glued to slice.ca for glamorous contests. We'll be sharing some of the fruits of our own swag bags with you lucky slice.ca readers!

If you live in Toronto, get out there and be on the lookout for celebs. Send your sightings to us on Twitter, on Facebook or at [webmaster@slice.ca](mailto:webmaster@slice.ca).



TV host and former WWE wrestler Trish Stratus in the private RW&CO. dressing room



Jazz and blues singer Matt Dusk poses with his personalized Sharpie caricature



Actor Colin Mochrie (This Hour Has 22 Minutes) and his wife Debra McGrath (Little Mosque on the Prairie) with their new Kobo eReaders



Lyric Bent (Four Brothers, Rookie Blue) with his new Fila F-14 sneakers

# NKPR

# LOUNGE

MSN.ca  
September 11, 2010  
Impressions: 800,000

The screenshot shows the MSN.ca Entertainment page. At the top, there are navigation tabs for Autos, Money, Entertainment, Lifestyle, and more. A search bar for Entertainment is visible, along with the Bing logo. Below the navigation is a banner for the 35th Toronto International Film Festival (TIFF) from September 9-19, 2010, sponsored by Mazda. The main article is titled "The IT Lounge is a Hit" and is dated 09/11/2010. It features a photograph of three people at a desk with laptops. The article text discusses the migration of the TIFF IT Lounge to a new location in downtown Toronto, the involvement of designer Tania Simard, and mentions several celebrities like Colin Mochrie, Natalie Brown, and Lyriq Bent. It also highlights NKPR's commitment to giving back to the Haitian community. On the right side, there is an advertisement for Stylista, a "Most Recent Posts" section with links to various articles, and an "About the Authors" section for TIFF Bloggers.

NKPR

LOUNGE

TorontoLife.com  
September 12, 2010  
Impressions: 120,000

# TORONTO LIFE

HOME September 12, 2010 The Magazine | Digital Edition | Subscribe | Newsletters My Toronto Life: Sign In | Register | Settings | Contacts

**TORONTO LIFE** RESTAURANTS ◊ NEWS & FEATURES ◊ SHOPPING ◊ CULTURE ◊ REAL ESTATE ◊  
BEST OF THE CITY | TRAVEL | WEDDINGS | HOME & GARDEN | GOLF | TIFF

MOST RECENT: The swag series: IT Lounge is gifting stars with Kobo eReaders (6 seconds ago) Search

have a night out go on, click

**TIFF** Toronto International Film Festival 2010 NEWS PHOTOS HOT SPOTS CELEBRITY SIGHTINGS FASHION QUOTED

THE DISH | THE GOODS | **THE HYPE** | THE INFORMER | THE WIRE

← **THE HYPE** →  
A critical guide to TV, movies, theatre and music, with daily event roundups to max out your social calendar

TIFF TALK Tweet 2

### The swag series: IT Lounge is gifting stars with Kobo eReaders



(Image: Fraser Abe)

**What it is:** NKPR is hosting a lounge in its Adelaide Street office with a make-over courtesy of star designer **Yanic Simard**. As part of NKPR's partnership with **Paul Haggis's** charity Artists for Peace and Justice, founder **Natasha Koifman** will donate \$5 for each new person who follows her on Twitter (@natashankpr).

**Who goes:** Hollywood bigwigs including **Edward Norton**, **Tim Robbins**, **Jennifer Garner** and **Sissy Spacek** camped out last year. This year, Artists for Peace and Justice hosts such as **James Franco** are expected.

**What they get:** The more appropriate question might be what don't they get? Stars start out with sweets from Toronto's **Baker Street** (the caramel-brownie cheesecake redefines decadence), washed down with **Fiji** water. As if celebs needed more clothes, **Fila**, **Esprit** and **RW&Co.** are offering free duds. And for the gals travelling without a personal makeup artist (hey, it's still a recession), **Stila**, **Moroccan Oil**, **Ardell Lashes** (which, with its fake lash application, had the ladies of the Toronto media looking extra come-hither) and **Goody** do hair and makeup. Stars looking to read about something other than themselves will be gifted with a **Kobo eReader**. The only thing missing is a personal assistant to carry all the stuff back to the hotel.

by Fraser Abe ShareThis | September 12, 2010 at 11:46 am

ADVERTISMENT **tiff.** Toronto International Film Festival OFFICIAL SPONSOR 2010 ClubStellaArtois.com STELLA ARTOIS

ADVERTISMENT **TORONTO LIFE TIFFTO** Toronto International Film Festival September 9-16, 2010 Coverage sponsored by Stella Artois

**Latest TIFF News**  
The swag series: IT Lounge is gifting stars with Kobo eReaders (6 seconds ago)  
Robert Redford returns to TIFF after 18 years for The Conspirator (10 minutes ago)  
Spotted! Josh Brodin smoking inside at the Thompson (21 minutes ago)  
See all

**Latest Photos** See all

**Maps**  
**Hot Spots** **Celebrity Sightings**

**Get the latest TIFF news and gossip**  
Sign up for our daily e-mail newsletter:  
E-MAIL SUBSCRIBE

ADVERTISMENT



(Image: Fraser Abe)

**What they get:** The more appropriate question might be what don't they get? Stars start out with sweets from Toronto's **Baker Street** (the caramel-brownie cheesecake redefines decadence), washed down with **Fiji** water. As if celebs needed more clothes, **Fila**, **Esprit** and **RW&Co.** are offering free duds. And for the gals travelling without a personal makeup artist (hey, it's still a recession), **Stila**, **Moroccan Oil**, **Ardell Lashes** (which, with its fake lash application, had the ladies of the Toronto media looking extra come-hither) and **Goody** do hair and makeup. Stars looking to read about something other than themselves will be gifted with a **Kobo eReader**. The only thing missing is a personal assistant to carry all the stuff back to the hotel.

# NKPR

# LOUNGE

ZackTaylor.ca

September 13, 2010

Impressions: 100,000



## MUSIC SHOWCASE: JACKSON RATHBONE AND 100 MONKEYS...



You may know **Jackson Rathbone** as **Jasper Hale** from the *Twilight* films, however, what you may not know is he is also in a band called, *100 Monkeys*!!

Jackson and his group were in Toronto over the weekend to perform at *The 2010 Toronto Film Festival's special Bell Lightbox Block Party* - The group sounds amazing, and what makes them different is that **EVERYONE** in the band plays **EVERY** instrument / sings.

[CLICK HERE](#) to watch the music video for their first single, *Ugly Girl*!!

Posted at 12:27 AM in Music Showcase, Toronto Film Festival | [Permalink](#) | [Comments](#) (0) | [TrackBack](#) (0)

BizBash.com

September 16, 2010

Impressions: 65,600

# BIZBASH

"The Fila space is normally our boardroom, and the RW&Co. room is my office," Koifman said. "If you look at the office, it's very clean and modern, yet accessible. I wanted that for the lounge, as well. I wanted to create an ultimate pop-up experience, so that every brand had the opportunity to showcase themselves."

Simard spent three days transforming the space. He draped the office walls with white curtains and created nooks for each of the participating brands. He brought in black velvet sofas from Sunpan Imports, carpeting from W Studio, and light fixtures from Artemide. "You have to bring in cool pieces for a pop-up installation," Simard said. "For Fila, we created a mix of old and new because they're celebrating the brand's 100th anniversary in 2011. I wanted to give it a soul."

When it comes to selecting brands for the lounge, Koifman said social consciousness is a factor. "We were one of the first lounges to have a charitable component," she said. This year participating brands are making contributions to Artists for Peace and Justice, a charity—founded by writer and director Paul Haggis—dedicated to improving the lives of children in Haiti.

Koifman also wanted to choose accessible brands for the lounge. "It wasn't about indulgence. It was about key brands that consumers could have access to," she said. NKPR is offering daily online giveaways for the duration of the festival. "We wanted to get the public involved as well," said Koifman, who is also spearheading a Twitter campaign to raise funds for Artists for Peace and Justice.

Participating brands included Andrea Professionals, Ardell Lashes, Stila Cosmetics, Morrocanoil, Esprit, Sharpie, Goody, Dagmar Jewellery, Kobo eReader, Diane Lai skin care, Fiji Water, and Baker Street.

—Susan O'Neill

RELATED TOPICS [It Lounge](#), [Toronto International Film Festival](#), [TIFF](#)

## THE IT LOUNGE

Event Management, PR,  
Staffing, Venue NKPR

EVENT REPORT 09.16.10 1:26 PM

PRINT · SEND TO A FRIEND

## TIFF It Lounge Relocates to NKPR Offices, Sets Up Retail Pop-Up, Celebrity Dressing Suite



For this year's It Lounge during the Toronto International Film Festival, NKPR moved the firm's popular celebrity gifting suite out of Yorkville and set up shop in the company's new office space—within walking distance of the festival's new headquarters at TIFF Bell Lightbox. "We always knew when we moved into the new space that we would do the lounge here. We thought it would be in 2011," said NKPR president Natasha Koifman, who decided to switch locations following a trip to Los Angeles this summer. "The talent and the publicists were all talking about the [festival's move to the downtown core]."

Koifman, who is still hosting the firm's media centre at the Windsor Arms, called on Yanic Simard of the Toronto Interior Design Group to transform the firm's Adelaide Street offices. The pair emptied the space, removing the existing furniture and lighting (which is being stored in a rented suite on the building's sixth floor), and brought in designer furnishings and light fixtures to create a lounge with unique brand displays for the likes of Fila and RW&Co.

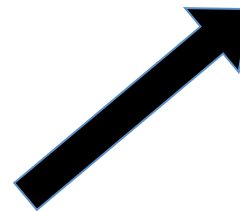
[CONTINUED >](#)

PHOTO GALLERY

THUMBS PREVIOUS NEXT HELP



For this year's film festival, NKPR president Natasha Koifman made the decision to host the firm's popular It Lounge in the company's new downtown offices, within walking distance of the festival's new headquarters at TIFF Bell Lightbox. Photo: Courtesy of NKPR



# NKPR

# LOUNGE