



**New York Times Best-Selling Author Brenda Novak
Teams Up With Arden Hills & Mercedes-Benz of Rocklin
To Present “A Perfect Brunch” on May 14
*Upscale Fundraising Event Includes Raffle for Pave Diamond Ring
With Proceeds Supporting Diabetes Research***

SACRAMENTO, Calif. (March 14, 2011) -- With a 14-year old son who has been battling diabetes since the tender age of five, *New York Times* & *USA Today* best-selling author and local Sacramento resident Brenda Novak is teaming up with involved community partners to present an upscale fundraising event, “The Perfect Brunch,” on Saturday, May 14, at Mercedes-Benz of Rocklin. In partnership with Arden Hills Resort Club & Spa and Von Housen Mercedes-Benz of Rocklin and with support from Arden Fair Mall, “The Perfect Brunch” will include a lovely buffet brunch provided by Bistro 33 Rocklin, swag bags filled with amazing giveaways, live and silent auctions with coveted items plus raffle prizes that include a spectacular 18k pave diamond ring valued at \$3,500 provided by local jeweler Michael Greene & Co.

With KCRA News Anchor/Reporter Deirdre Fitzpatrick as emcee, guests will enjoy a scrumptious brunch menu prepared by Chef Fred Haines that also includes bottomless mimosas while surrounded by beautiful floral designs provided by BLUSH Bridal & Events. In addition, skilled staff from Arden Hills Resort Club & Spa will provide complimentary on-site chair massages and every guest will receive a personally autographed copy of one of Brenda Novak’s best-selling romantic suspense novels. As a highlight to the event and to generate excitement for the high-energy raffle of the pave diamond ring, brunch guests will have the opportunity to purchase \$10 raffle tickets for their chance to win one of three stunning cakes -- one of which will have the valuable ring inside a box set atop one of the cakes -- all created by Village Cake Shoppe in Sacramento.

In addition to the tasty brunch and exciting raffle, live and silent auctions will add to the spirited afternoon. With no minimum bid amounts on the majority of items, a sampling of the auction items include the following: the winner’s name woven into the plot of an upcoming Brenda Novak novel, a Miosa Couture bridal gown (valued at \$2,500),

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a deluxe two-night stay in Lake Tahoe while driving a Mercedes Benz provided by the Von Housen Automotive Group, an autographed jersey signed by local basketball star DeMarcus Cousins, a rejuvenating spa package from The Spa at Arden Hills Resort, a luxurious overnight stay at The Villas at Arden Hills Resort Club & Spa, a delightful lunch for two at Mangos restaurant, custom contemporary jewelry from Mescal Designs, a valuable shopping package and baskets provided by Arden Fair Mall, a personal tour of KFBK news studios led by News Anchor Ed Crane plus lunch for two with the newscaster, lunch for three with KMAX-TV's "Good Day Sacramento" News Anchor Marianne McClary, a photography session from XSiGHT Photography, two vein treatments from Dr. Sebastian Conti, M.D., consultation with chiropractic treatment package from Dr. Kurt Armstrong, starter kit from Societe Clinical Skincare, five hours of interior design services by MAC Design, teeth whitening and an airbrush tan, four hours of personal training, and four hours of event planning services (the last three items are all donated by BLUSH Bridal & Events).

"The Perfect Brunch" is scheduled from 11 a.m. to 2 p.m. on Saturday, May 14. Tickets for "The Perfect Brunch" cost \$40 per person and are available now at www.brendanovak.com, at Arden Hills Resort Club & Spa (1220 Arden Hills Lane in Sacramento) and at the Mercedes-Benz dealership (4747 Granite Drive in Rocklin). Tickets for "The Perfect Brunch" will be available through Sunday, May 8, and make great Mother's Day gift ideas. For more information about "The Perfect Brunch," interested guests are encouraged to call 916-234-3160.

Net proceeds from the fundraising event will help fund a cure for diabetes and will go directly to the Diabetes Research Institute. Over the years, Brenda Novak has been very active in raising awareness for the need for diabetes research and supporting the cause. In fact, through her annual online auction held May 1 – May 31 on her website, she has raised more than \$1 million, thanks to the generosity of her readers, fans and supporters. New in 2011, "The Perfect Brunch" adds yet another fundraising layer to her efforts and the goal is to continue the event for years to come.

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About Brenda Novak

With a focus on romantic suspense novels including THE PERFECT COUPLE, THE PERFECT LIAR and THE PERFECT MURDER, New York Times & USA Today best-selling author and Sacramento resident Brenda Novak has written a total of 38 books and received many awards, including two Rita nominations, The National Reader's Choice Award, the Bookseller's Best Award, the Write Touch Award of Excellence and the Beacon Award for Published Authors. In the summer of 2011, Brenda will have three more novels released, INSIDE (7/11), IN SECONDS (9/11) and IN CLOSE (11/11). A busy wife and mother of five, Brenda calls herself the typical "soccer mom." She juggles her writing career with daily car pools, helping her kids do homework, driving them to sports practice and raising funds and awareness for diabetes research.

About the Diabetes Research Institute (DRI)

The Diabetes Research Institute (DRI) is a recognized world leader in [cure-focused research](#). Since its inception in the early 1970s, the DRI has made [significant contributions](#) to the field of diabetes research, pioneering many of the techniques used in islet cell transplantation. From innovations in islet isolation and cell transplant procedures to advances in cell biology and immunology, the Diabetes Research Institute is now bridging emerging technologies with cell-based therapies to restore insulin production. The most comprehensive diabetes research center of its kind, the DRI is credited with changing the international research paradigm, ensuring that promising findings in the lab can be [translated to patients](#) in the fastest, safest and most efficient way possible. Through this translational process, the DRI bridges programs in the rapidly evolving fields of [pancreatic stem cell development](#), [tissue engineering](#), [transplant immunology](#), [cell transdifferentiation](#), [molecular biology](#) and [regenerative medicine](#), among others, to approach the diabetes cure with a true multidisciplinary strategy. The DRI has a long history of [collaboration](#) with leading researchers in academia and biomedical companies around the world. Within its own community, the Diabetes Research Institute is a Center of Excellence at the University of Miami Leonard M. Miller School of Medicine, and provides an array of [diabetes management and education](#) activities for patients and their families, as well as for professionals throughout the health care industry.

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