

2025 **EVENT LEADERSHIP**



Joe McKee III Chairman Paric Holdings Group

President & CEO Grey Eagle Distributing

11.08.2025

THE FACTORY

17105 N Outer 40 Rd, Chesterfield, MO 63005 **Event Entrance: Doors next to box office**

FOR MORE INFORMATION

Kathy Fritz Associate Director 314-401-9417 | Kathy.fritz@cancer.org

Jenevieve Trau Development Manager 314-286-8148 | jenevieve.trau@cancer.org

EVENT RUNDOWN

5:30 p.m. Doors Open (All guests will be pre-registered. Please check in upon arrival.)

5:30-7:30 p.m. Saloon Social Hour - Dinner Stations Open

7:30-8:30 p.m. Seated Program, Live Auction and Mission Appeal

8:30 p.m. Opening Act - Molly Lovette

9:00 p.m. Acoustic Performance by Brothers Osborne

10:00p.m. **After Party**

11:00p.m. **Event Concludes**

ATTIRE

Western Glam - Dress it up cowboy style! Think denim, fringe, rhinestones, statement boots, and bold accessories. Dust off your boots, pull on your Wranglers, throw on some fringe, and top it off with a cowboy hat.

PARKING

Valet parking is available in front of The Factory or self park available.

DINNER STATIONS

In honor of our 10th Anniversary, we're reimagining the evening with an interactive dining experience. From 5:30-7:30 PM, enjoy chef-inspired food stations designed for tasting, mingling, and celebrating together.



SILENT AUCTION

Mobile bidding will be offered at the gala.

VISIT AUCTION SITE STLCoH.givesmart.com

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Opening Act & After Party

MOLLY LOVETTE



WHISKEY TASTING

Sip, savor, & explore



Featuring custom leather bracelets, hat bands, and personalized hat embellishments

An Acoustic Performance BROTHERS OSBORNE



TRIBUTE WALL

Honor or remember a loved one



FUND A NEED

This year, 100% of your gift will fund the American Cancer Society's mission to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.



SILENT AUCTION IS LIVE NOVEMBER 4TH

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