



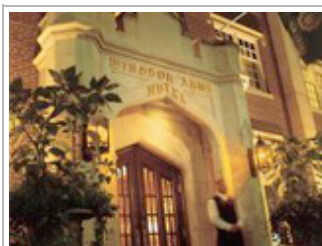
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**The Windsor Arms Hotel plays host to this year's IT Lounge.**

**Celebs love swag: A peek inside the TIFF '07 gift bag**

Updated Thu. Aug. 30 2007 2:41 PM ET

Celebrities love their gift bags - and doing something meaningful for the needy in today's world.

The IT Lounge, now in its second year at the Toronto International Film Festival, is stocked with the kind of cool, VIP product packs that pulled in Tim Robbins, Giovanni Ribisi and Ali

Landry in 2006.

This year's A-listers can nab grab bags filled with Intimately Beckham his and her fragrances, Canadian skincare from Moor Allure Naturals, jewelry from Canada's The Right Hand Gal design team, Heart Chocolate with CM-X™ (which promises to lower cholesterol and blood sugar), a body essentials bag by Jamieson Laboratories and more.

They'll also have the opportunity to help Big Brothers and Big Sisters of Toronto.

"Many of this year's celebrities may not have seen these products before, or had access to them," says Natasha Koifman, president of the Canadian public relations and marketing firm NKPR Inc.

Once curious stars have sampled the trendsetting mix, they can donate their gift bags to the charity to show support since September is Big Brothers and Big Sisters month.

"They can also sign a Moments of Mentorship wall, where celebrities can share tidbits about their greatest mentors," says Koifman.

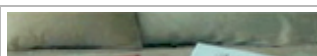
Following the festival the wall will go back to Big Brothers and Big Sisters of Toronto so that



**David and Victoria Beckham's new cologne is one of the gifts in the swag bag at this year's festival.**

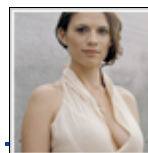


**Skincare products from Moor Allure Naturals.**



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Get the full Festival 2007 line up of films now from the official Toronto International Film Festival web site. →

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it can be auctioned off.

"Even in the middle of all this festival glamour, it's great to see celebrities give something back," says Koifman. "People may not know that Big Brothers and Big Sisters of Toronto helps 1,200 kids a year. They've also got a waiting list of more than 500. Any help these celebrities can give goes a long way."



**Jewelry from Canada's The Right Hand Gal.**

Stressed festival journalists will also benefit from the IT Lounge's mission to give something back.

In the serenity of the IT media centre they can file stories, check email and then recharge and relax before their next big star session.

**What:** The IT Lounge

**Where:** The Windsor Arms Hotel

**When:** September 6th-13th, 2007

- Constance Droganes, entertainment writer, CTV.ca

during TIFF 2007

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