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Montgomery County, Texas (December 28, 2017) - The pressure of gala attire and filling tables of ten was off when the Montgomery County Women's Center hosted its first "Not A Gala – Gala; Be A Voice For Change Against Domestic & Sexual Violence."

Created and co-chaired by Ally Seder and George Lindahl, the unique fundraising event took place the evening of Nov. 12 in Hughes Landing at One Lake's Edge Clubhouse. At a price of \$1,000 per couple in party casual attire, this event attracted more than 200 guests and raised more than \$205,000. Catered by Truluck's, the presenting sponsor was the Huntsman Corporation and Brynn and Peter Huntsman. Mr. Huntsman spoke from his heart and shared how important this cause is to his family.

A courageous sexual assault survivor gave a heart-wrenching testimonial. She is being helped with services from the Women's Center as she nears completion of her degree from the University of Houston.

The Montgomery County Women's Center is a 501(c)(3) nonprofit organization and a United Way agency whose mission is to lead the effort in preventing domestic violence and sexual assault through crisis intervention, assistance, advocacy, empowerment and social change. Services include a 24-hour crisis hotline, emergency shelter, transitional housing, advocacy, counseling, legal services and community outreach.

"It was an absolute delight working with George to create and chair a fundraising event with a different twist," explained Seder, "and we are so amazed and appreciative of its success."

Lindahl added, "We told folks that no tuxedo or gown was necessary; just come 'party casual' and feel fabulous. So many caring and generous guests and friends showed up and stepped up to support the Women's Center as they provide supportive services and resources to women and children who are escaping the scary and violent circle of domestic violence and rebuilding their lives."

Fueling the fundraising success was a silent auction item for a luxury weekend for two at The Post Oak Hotel, located in Tillman Fertitta's new luxury multi-use complex located on a 10-acre site in the Galleria area and opening the first quarter of 2018. The package included transportation via a chauffeur-driven Rolls Royce or Bentley, a fabulous spa experience and dinner in Houston's first Mastro's steakhouse. Adding fuel to the fire was a raffle for a 10-carat diamond tennis bracelet with an appraised value of \$21,000. Also featured was a wine pull offering an array of diverse high-end vinos.

For more information about the Montgomery County Women's Center, please call (936) 441-4044 or the 24-hour crisis hotline at (936) 441-7273 or visit [www.mcwctx.org](http://www.mcwctx.org).

Photo: Event creators and co-chairs Ally Seder and George Lindahl, with Peter & Brynn Huntsman.

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