



MONTREAL'S "DAFFODIL BALL" FEATURES LIQUID FUSION FLOORING

Los Angeles – Holo-Walls, LLC of Westlake Village, California, producers of specialty films and effects for entertainment and interior applications, is pleased to announce their participation in the Montreal Quebec Chapter of the Canadian Cancer Society's 2010 Daffodil Ball.

Designed and produced by Alison Silcoff of Alison Silcoff Events Montreal, the 2010 annual fundraiser captured the "1001 Arabian Nights" theme for the event held Thursday April 22 at the historic Windsor Station in downtown Montreal and attended by some of the city's high profile citizens. The Daffodil Ball is one of the largest held annual fundraisers in Canada.

For the event flooring, Alison Silcoff chose Holo-Walls exclusive "Liquid Fusion" portable flooring system in Purple/Orange and Aqua series to tie into the desert theme of shifting sands along the edge of the ocean.

"This is the second year we have been asked to provide flooring for this prestigious event," explains Kevin McCarthy, President of Holo-Walls, "and this year Alison wanted to mix it up with our Liquid Fusion flooring. Last year the theme was "Disco" so we provided our Holo-Floor2 film in the Eclipse Lens pattern that looks like a disassemble disco ball so it was perfect and big hit. For 2010, they wanted to raise the bar a little bit and decided on our portable liquid floor system. It worked out beautifully."

Photos:

Daffodil Ball, 2009

"Disco" Theme with Eclipse Lens Floor Film



Daffodil Ball, 2010

"1001 Arabian Nights" Theme with Liquid Fusion Flooring





