

Mom Bloggers Join “Beyond The Brochure” For An Education-Themed Event!

Description



Actress/Mom Robinne Lee talks about going through private elementary school admissions process

Recently, *Beyond The Brochure* was pleased to co-host a fun event with an education theme. At about 6:00 p.m. on a Tuesday evening, many of L.A.’s most savvy, influential mom bloggers gathered at my house for an evening of socializing, networking, cocktails and a program, “Education Resources Moms Can Use.” The women in the room were some of my favorite writers and bloggers. I know many of them, but I was thrilled to meet those I didn’t know. As we sipped wine and enjoyed delicious [Skinnygirl Cocktails](#) (the Sangria is amazing!) we got ready to hear from our event sponsors: **Launch Education (now ArborBridge)** **Project Knapsack** and **L.A. Private School Guide**. Our special guest for the evening was the multi-talented **Actress/Mom, Robinne Lee**.

As moms, we all ask each other for advice and recommendations for products and services. The message for our event was simple: the event co-sponsors are all mom-tested education resources we all can use—and trust.

The evening's special guest, Robinne Lee, actress/mom/Yale grad, lawyer and producer, told the group about her experience applying to private elementary schools last year. Her son is now in kindergarten at a top Santa Monica K-12 school. Robinne is a talented actress (who is also incredibly nice and insanely beautiful). Standing in line at a book signing for fashion blogger, *The Sartorialist*, he asked to photograph her. She couldn't say no. Robinne co-stars in three films due out this year: *Miss Dial*, *The Under Shepherd* and *Divorce Invitation*. You can also see her in this flat-out hilarious video, [Sh*T Duran Duran Fans Say](#). Find her on Twitter: @robinnelee or [Facebook](#).



Christina Simon, Robinne Lee and Porcha Dodson



Yvonne Condes, co-founder of Moms LA, Matt Steiner and Christina Simon

[Project Knapsack](#), a non-profit, founded by Porcha Dodson, *Beyond The Brochure* co-author, is getting ready for its ninth trip to Africa to deliver essential knapsacks filled with school supplies for African children who lack even basics like pencils. Parents and their kids are encouraged to volunteer with Project Knapsack's pen pal program and help stuff backpacks at one of the organization's many events. Supporters include Lisa Kudrow (Friends), Dwayne, "The Rock" Johnson, Kristen Cavalleri and Staples. My daughter has walked in two Project Knapsack charity fashion shows and stuff backpacks with other kids at California Pizza Kitchen. My son participated in the organization's Hoop-A-Thon at with the men's basketball team at Loyola Marymount University. Super fun!

[LA Private School Guide](#) is a booklet for families seeking private secondary schools, especially those who are moving from public to private schools. Mia Johnstone, the publisher, is a former admissions counselor. She understands the L.A. private secondary school process from the inside. And, she's focused on schools east of the 10 freeway.



The Event Sponsors with Robinne Lee: Tim Benson (ArborBridge), Christina Simon, Porcha Dodson Knapsack & Beyond The Brochure), Robinne Lee, Elise Lopez (LA Private Schools Guide), Matt Ste Perlstein (Christina’s husband).



Sarah Reisert (Salt and Nectar), Christina Simon, Jennifer Brandt (Perfectly Disheveled) and Robinne Lee



Courtney Lewis (Santa Monica Macaroni Kids), Christina Simon, Missy Boyer, Matt Steiner, Susanna (Momangeles) and Lorena Costino.



Linda Maltz Wolff (Carpool Goddess), Diane Mizota (Moments Of Motherhood) and Robinne Lee



Christina and Sarah Maizes, author of upcoming children's book, "On My Way To The Bathroom"



Sarah Reiser (Salt and Nectar), Jamie Bakal (LA School Mates) and Jennifer Brandt (Perfectly Dish)

A huge thank you to our amazing event sponsors and the fabulous companies who generously donated drinks and food. Guests enjoyed delicious salads from [Mendocino Farms](#). Incredible bite-sized brownies donated by [Akasha Restaurant](#). Mini cupcakes donated by [Magnolia Bakery](#). And, absolutely divine smoothies from [Gotta Have Smoothies](#). A special thank you to [BAO Style](#) for gift bags filled with their beautiful petite accessories bags made from vintage silk kimonos. A big thank you to [Scott Stewart Photography](#) for capturing the evening.



BAO Style Accessories Bag by Carole Yu,
Crossroads School mom



Mini brownies, Akasha Restaurant



Skinny Girl Cocktails!



Gotta Have Sâ€™™More!

Category

1. Beyond The Brochure
2. Christina Simon

Tags

1. education resources
2. LA Private Schools Guide
3. Project Knapsack
4. Robinne Lee
5. test preparation
6. tutoring

Date Created

March 4, 2012

Author

admin

default watermark