

# Riva Events

Connection through Celebration





















JEAN & DELUCA







Charlie, Brooke, and Paris Hilton.

Sweet treats supplied by Violet's Cakes ([violetscakes.com](http://violetscakes.com)).

Guests enjoyed refreshing Proggatinis.

Cathy Riva ([rivaevents.com](http://rivaevents.com)) created boy-perfect décor.

A family portrait: Charlie, Brooke, and Martin Sheen.

Bubble Mania ([bubblemaniaandcompanyla.com](http://bubblemaniaandcompanyla.com)) put on quite a show for the little ones.

## Let's hear it for the boys!

Hollywood's finest come out to help Charlie and Brooke Sheen prepare for their twins

Photographs by **Spantman Photography**

Hot Moms Club and *Pregnancy* joined up—along with co-hosts and friends Beby Russell and *Dr. 90210* star Dr. Nassif and his wife Adrienne Maloof-Nassif at their home—to shower Brooke and Charlie Sheen and their nearly-here baby boys!

Hollywood's elite joined in the fun, which included picture-perfect sports-themed décor by event planner Cathy Riva; delicious stacks provided by O Organics; and a glowing Brooke, who was dressed to the nines by A Pea in the Pod Collection.

The kids decorated cupcakes from Violet's Cakes with baseballs and basketballs and the team from Kitchen Kid ([kitchenkid.com](http://kitchenkid.com))

helped little guests create personalized lunches. Sheen's daughters Sam, 4, and Lola, 3, really got into mashing their own gao!

The little ones stayed busy with manicures and airbrushed tattoos courtesy of Spa Dn Da Kids Spa & Salon, while older children played Nintendo Wii Fit and Mario Super Sluggers and escaped to the moon bounce. The mature set consulted with Ariel Joseph Toure, an internationally known feng shui expert and life coach.

On the way out, the kids scored goodie bags worth over \$100 and the grown-ups' gift bags included treats worth more than \$1,500! Now that's a party!

IN US  
HOT  
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# Sheen's Baby Shower

Charlie and Brooke's L.A. bash for their twin boys was double the fun



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Sheen's *Two and a Half Men* costar ANGUS T. JONES (with bro Otto) got airbrush tats.



"The theme was backyard-picnic chic!" planner Jessica Denay told Us.

## All the Details

FOUR DAYS AFTER SHE WENT TO THE hospital with early contractions, Brooke Sheen, 31, and Charlie Sheen, 43, held a shower at a pal's L.A. home February 21 (their sons are due in April). Charlie's daughters Sam, 5, and Lola, 3, made their own tacos and cupcakes at the Hot Mom Club— and O Organics—hosted shindig, while guests including Erik Dane, Christine Taylor and Barry Bonds ate gourmet pizza and drank booze-free "preggatinis."



Castmate JON CRYER took part in a bubble show and enjoyed the cigar lounge.



Neighbor  
Paris Hilton  
Stopped By!

"They are a beautiful couple, and I'm really happy for them!" PARIS HILTON (with MARLA MAPLES, right) told Us.







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Me, Me, Me  
Personalized Party Decorations

June 02, 2009

Logged in: Parties



We happen to love the egomaniacal side of birthday parties. As far as we're concerned, the more places you can print, stamp, stick, or otherwise emblazon your kid's name, the better. So we kinda flipped when we discovered the adorable custom party decorations from **Ciao Bambino**. They'll personalize anything from banners and door signs to cupcake toppers and favor tags, according to any theme you wish.

For more creative ways to incorporate your baby's name into the party decor, we asked entertaining expert **Cathy Riva** to share her top five ideas:

1. Use **alphabet foam m**

2. Put Dinky Designs **pers** settings.

3. Order personalized pict always a huge hit.

4. Spell out baby's name w table. (Try the standard **M** colors, or the super cute li colors like pink, purple, ar

5. For the DIYers: create p **Michaels**. (Letter pattern

-Cathy Riva, [www.riva](http://www.riva.com)

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## Cathy Riva, Event Planner, Riva Events



*The Today Show* is just the latest national television program to feature well-known marketing and party planning expert, Cathy Riva, owner of [Riva Events](#), in New York.

Here, the transplanted Southerner shares innovative ways to create events that are high in style and easy on the budget.

**Party food strategies:** Riva says that her basic premise for event-planning on a budget is easy: "It's more important to have good food and good music," than to have stand-out décor.

For maximum impact, Riva advises, "Create a relatively low-cost 'Oh, Wow' moment with a specialty cocktail or dessert bar. Don't sacrifice the

'Wow' factor."

**Stretch your party food budget:** With high food prices these days, it's tough to feed a large crowd and save money. "But you can do it," says Riva. For example, for a great summer barbecue, Riva smothers chicken legs in a tangy sauce and grills them until crisp, and then serves them on a long platter, with lemon-scented wet napkins from [Sur La Table](#) close by, to clean hands.

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**Serve trendy grains:** One great way to help event food dollars go further and also add tasty ingredients is to serve such trendy, international cuisine staples "couscous, risotto, and whole grain rice. Serve them under a smaller main entrée," suggests Riva.

"I also recommend using seasonal foods for flavor and savings," she says. "When choosing color schemes, I use colors that Mother Nature created for the season. I try to do the same for food selections."

"For a fun fall idea, I love making soup or

risotto and serving it in small hollowed-out pumpkins. This works well for small parties," she says.

**Organic food is worth it:** "Organic food costs more and that scares some people away," adds Riva. However, "I recommend spending a little more to serve organic. Personally I feel the long term savings far out way the short term costs."



Image courtesy of [Riva Events](#)

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## The Best Party-Planning Ideas: "How-to Tips from the Experts!"

Find fresh, money-saving ideas about fabulous food, stunning flowers, stylish décor—and other party planning musts—all from well-known celebration experts!

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## CELEBRATE EVERYDAY

CATHY RIVA GIVES TIPS ON HOW TO TURN EVERYDAY ACTIVITIES INTO CELEBRATIONS. LIFE, NEVER A DULL MOMENT. CELEBRATE EVERYDAY. ENJOY.

WEDNESDAY, JULY 29, 2009

### Stroller Traffic: Me, Me, Me

Stroller Traffic: Me, Me, Me

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POSTED BY CATHY RIVA AT 10:54 PM 0 COMMENTS 

WEDNESDAY, JULY 08, 2009

### Summer Birthday Card/Gift Idea



You don't have to spend a lot of money to make your parents proud! In fact, for a recent birthday gift to my mother-in-law, my daughter and I created a fun family card that doubles as a gift she can display. We designed a homemade accordion card using 5x7 photos. We chose a photo of my husband and his mom when they were toddlers and I added photos of my daughter who is two. We used double stick tape and poster board, which I just folded accordion style at the edge of each 5x7 photo. My husband came up with the clever sayings that matched the photos. For the front; the line reads "You are one cool birthday girl" and the back card reads "Setting the bar high for generations to follow". We developed the photos at CVS and you can add type on the photos in the store. It cost about \$9.00 for the 5- 5x7

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pictures. Voila we made a thoughtful gift and it can be displayed in her office for all of her friends to see. I hope this can inspire you to create something meaningful as a gift for someone you love.



POSTED BY CATHY RIVA AT 1:03 PM 0 COMMENTS 

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# Exclusive Panel of Mom-Experts Gather to Discuss State of 'Motherhood' in America

Tue Apr 28, 2009 10:30am EDT

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Exclusive Panel of Mom-Experts Gather to Discuss State of 'Motherhood' in America

SPLENDA(R) Brand Hosts Roundtable to Uncover "Sweet Solutions" to Moms' Daily Dilemmas

NEW YORK, April 28 /PRNewswire/ -- A recent survey\* found that nine out of 10 moms recognize that they could be doing more to enhance the health and wellbeing of their families. In an effort to supply simple solutions to make moms' lives easier, the SPLENDA(R) Brand brought together a group of mom-experts who, together with celebrity mom and discussion facilitator, Melora Hardin ("The Office," "17 Again"), met to discuss the things that affect moms across the country every day.

The panel, which included parenting expert Michele Borba, diabetes culinary expert Chef LaLa, entertaining expert Cathy Riva, pediatrician Jennifer Shu, M.D., and registered dietitian, Tanya Zuckerbrot, gathered in New York City to share advice from their diverse areas of expertise as well as their personal experience as mothers. Topics ranged from best parenting practices and spending quality time with children to ways to make the whole family happier and healthier.

"It's about making healthy choices and incorporating them into your family's everyday routine," said LaLa, healthy cookbook author and diabetes culinary expert. "It's about preventative care and making sure you're taking the necessary small steps now that will make a big difference later - for both yourself and your children."

The panelists continued their discussion by stressing the responsibility moms have to set a good example for their children as it relates to health. They also shared their ideas with one another for creating healthy eating habits for both themselves and their children.

"As a mother of two girls, we love spending time in the kitchen baking," said Hardin. "I love that we can use SPLENDA(R) No Calorie Sweetener as a simple substitution for sugar, making our favorite recipes healthier. What a great example to set for my family."

A recent survey\* shows that almost half of moms name 'mealtime routines' when asked about what they incorporate into their daily lives to make their families happier and healthier - a feeling echoed by all the panelists.

"Parents really need to lead by example," said Zuckerbrot. "You can't expect your kids to be eating carrot sticks if you're eating potato chips. If you make the time to connect with your family over a nutritious meal, not only are you instilling great values in your children, but you're also getting in that all-elusive 'quality time.'"

Another topic which the panelists spent a great deal of time discussing was the issue of discipline and rewarding children for good behavior. Several of the panelists felt strongly that offering food or sweets as a reward for your child could have negative long-term effects, especially in light of today's obesity epidemic.

"Offering food as a reward takes away the body's way of knowing to eat when you're hungry and drink when you're thirsty," said Dr. Shu. "What I recommend is using rewards like stickers, trading cards or pens for younger children and a trip to the bookstore or movie passes for older children."

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Added Zuckerbrot, "When you start to use sugary and calorie-laden treats as rewards, it takes away the inherent goodness of foods that are just naturally good for you, like fruit."

As the discussion came to a close, each mom ended the conversation by sharing her top piece of advice for making moms' lives better for themselves and their families.

#### Expert-Panelist Top Tips

- Dr. Jennifer Shu, Pediatrician
    - End the day on a high note. Spend bedtime reminding your children why you love them. This puts your children in a wonderful mood as they fall asleep and they wake up on the right foot, too.
  - Tanya Zuckerbrot, Registered Dietitian
    - Empower your kids. Give your children two or three healthy food options and let them choose which one they prefer. You set the parameters, but your children are more inclined to enjoy eating something they chose.
  - Michele Borba, Parenting Expert
    - Research shows that kids' biggest concern is that they won't live to see the future! Instate a "good news report" at the dinner table each night -- talk about something wonderful going on in the world or your community to give your child a positive, optimistic outlook.
  - Cathy Riva, Entertaining Expert
    - Connect through celebration. Make everything a celebration - even daily, routine occurrences like a family dinner.
  - Melora Hardin, Actress
    - Listen to and respect your children. Allow them to have their own likes or dislikes while still encouraging them to be healthy.
  - Chef LaLa, Diabetes Culinary Expert
    - When you are cooking for your family, it's about enjoying the foods that you like, but watching your caloric intake. Try simple changes like using spices for flavor instead of cream and butter
- or
- SPLENDA(R) No Calorie Sweetener instead of sugar.

For more information, survey statistics, and panelist tips and biographies, as well as photographs and video from the SPLENDA(R) Brand roundtable discussion, please visit [www.SPLENDA.com](http://www.SPLENDA.com).

#### About SPLENDA(R) Sweetener Products

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#### About McNeil Nutritionals

McNeil Nutritionals, LLC is a global marketer of innovative nutritional products. The company's mission is to give people the ability to actively manage their own health. McNeil Nutritionals, LLC markets SPLENDA(R) Sweetener Products, VIActiv(R) Dietary Supplements, LACTAID(R) Milk and Dietary Supplements and BENEcol(R) Products. McNeil Nutritionals, LLC is headquartered in Fort Washington, PA.

\* A survey conducted January 19-26, 2009 by the SPLENDA(R) Brand gained insight into the challenges moms face every day. The sample of respondents was comprised of more than 1,000 U.S. moms with children under the age of 18 in their household.

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**Holiday Entertainment Made Easy**

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One thing that makes the holidays so special is gathering with friends and family whom you probably don't see as often as you'd like. And, of course, holiday gatherings always involve food, another bonus.

But with all of the hustle and bustle around the holidays, you may not have a lot of time to spend in the kitchen crafting artistic homemade hors d'oeuvres. Nonetheless, you want to impress guests and give them something delicious to nibble on. Don't panic. All it takes is a quick trip to the grocery store and you'll be all set for a posh party.

First, head to the salad bar, where you'll find pre-cut vegetables. Stock up on broccoli, carrots, cauliflower and anything else that would work in

a relish tray. Then cruise by the refrigerated aisle to grab a container or two of dip. Once you're home, wash the veggies, arrange them on a beautiful tray with a bowl of dip in the center, and you've got one dish down.

The frozen section of the grocery store is a great place to find convenient party food. Look for bite-size appetizers like Athens Foods' new [Mini Fillo Shell Hors d'oeuvres](#).

Athens Mini Fillo Shell Hors d'oeuvres offer the unique texture and taste of Athens Mini Fillo Shells. They come in a variety of flavors paired with rich and delectable fillings.

These individual shells are as pretty to look at as they are good to eat. Athens Mini Fillo Shell Hors d'oeuvres come in six tasty varieties: three-cheese in tomato shells, artichoke and cheese in spinach shells, salmon and cheese in traditional shells, chipotle cheese in black bean shells, Mediterranean vegetable in corn shells and spinach and feta in traditional shells. They're quick and easy to prepare. Just place them on a baking sheet and pop them in the oven for 20 to 25 minutes.

Finally, visit the deli section of your grocer for cold cuts and cheese for a deli tray. Even better, order one pre-made and just swing by to pick it up. Add some zesty olives, and your feast is complete.

Holiday entertaining doesn't have to be stressful. By using high-quality pre-made items, you can please your guests and still have time to enjoy the party.

For more information on the Mini Fillo Shell Hors d'oeuvres from Athens Foods, visit [www.athensfoods.com](http://www.athensfoods.com).

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