Bold&Zeal Returns from Hollywood with a Celebrity-Signed Tote to Benefit the Christopher & Dana Reeve Foundation

Emmy Award winner Eric Martsolf was among the talent who signed the Live Bold tote, which will be auctioned Sept. 19 at An Evening of Wine & Charity in Moorpark



Erica and Mikos on the red carpet wearing Live Bold Trucker

SIMI VALLEY, CA, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Bold&Zeal, the purpose-driven lifestyle apparel brand that directs 10% of every purchase to the Christopher & Dana Reeve Foundation, returned from Hollywood last week with a one-of-kind reminder of its mission: a "Live Bold" tote signed by dozens of celebrities, stylists, and media who visited the brand during Emmys Week. Now, those signatures will help support the cause at the heart of the brand.

Bold&Zeal appeared September 10 at the Harvest Luxury Gifting Lounge, the premier celebrity gifting lounge of fall awards week, produced by The Marianna Group in Beverly Hills. It was Bold&Zeal's second appearance at a Marianna Group lounge in 2026.

Throughout the event, guests who connected with Bold&Zeal and its mission added their signatures to the tote. By the end of the day, it had become a unique memento of the event and the people who stopped to share what living boldly meant to them. Rather than bring it home as a keepsake, Bold&Zeal decided to put it to work for the cause behind the brand.

The tote will be auctioned Saturday, September 19 at An Evening of Wine & Charity, a wine tasting fundraiser in Moorpark, California, benefiting Team #IAMSTONE, the marathon fundraising team founded by Bold&Zeal CEO Erica Bazerkanian in memory of her father. All proceeds support the Christopher & Dana Reeve Foundation.

Among those who signed was Eric Martsolf, the Daytime Emmy Award-winning actor known for his role as Brady Black on NBC's Days of Our Lives, who stopped at the Bold&Zeal table and

spoke about his own connection to Christopher Reeve.

"I just want to say this about the Reeve Foundation. I've always been a fan of Christopher my whole life. My aunt was in the movie Somewhere in Time with him as well. She and my uncle were dancing right behind Christopher and Jane. I've since been to Mackinac Island probably 20 times. Just a fan of the man and everything he stood for." - Eric Martsolf, Daytime Emmy Award winner, Days of Our Lives


Eric Martsolf

"We went to Hollywood hoping to introduce people to Bold&Zeal, share why this mission means so much to our family and inspire people to Live Bold," said Bazerkanian. "What I didn't expect was how many people would stop and share their own stories with us. A friend, a relative, someone they had lost or someone still fighting. By the end of the day, that tote represented so much more than our time in Hollywood. It represented connection, resilience and the reminder that nobody rises alone. We knew it wasn't ours to keep. The best thing we could do with it was turn that moment into support for the paralysis community."

Following demand from the event and the brand's own community, the limited-edition Live Bold Trucker hats worn and gifted in Beverly Hills are now available at boldandzeal.com while supplies last. As with every Bold&Zeal purchase, 10% goes directly to the Christopher & Dana Reeve Foundation.

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> *Erica Bazerkanian*

Bold&Zeal was founded by Bazerkanian after her father, Jeff "Papa" Stone, suffered a spinal cord stroke in June 2016 that left him paralyzed from the neck down. He lived five months before passing away at 71. In his memory, Bazerkanian has run eight marathons with Team Reeve and through Team #IAMSTONE and its supporters has helped raise more than $225,000 for paralysis research and advocacy.

Tickets and auction details for An Evening of Wine & Charity are available online.

About Bold&Zeal
Bold&Zeal is a purpose-driven lifestyle apparel brand founded by Erica Bazerkanian, built from personal loss and dedicated to inspiring people to live boldly and rise through adversity.

Through intentional, premium design and an ongoing give-back model, the brand directs 10% of every purchase to the Christopher & Dana Reeve Foundation in support of the paralysis community. Bold&Zeal is based in Simi Valley, California. Learn more at boldandzeal.com or @boldandzeal.

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Signed Live Bold Tote

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