



Fashion Fights Poverty (FFP)
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MEDIA ALERT*MEDIA ALERT**MEDIA ALERT**

FOR IMMEDIATE RELEASE

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FASHION FIGHTS POVERTY MODEL CALL

WASHINGTON, DC- June 16, 2009- Fashion Fights Poverty (FFP) is looking for a diverse group of female and male models 18-35 years old for its 2009 benefit fashion show in Washington, DC. Applicants must be at least 5'8" and in great shape with clear skin. Chosen models will be featured in on the runway, for the Friday, September 25, 2009 benefit fashion show, in advertisements, in marketing and/or promotional materials.

WHO: Fashion Fights Poverty (FFP) Open Model Call

**WHEN: Sunday, July 19, 2009
12:00pm - 3:00pm**

**WHERE: Renaissance Mayflower Hotel, Mezzanine Area
1127 Connecticut Ave NW
Washington, DC 20036**

WHY: Fashion Fights Poverty (FFP), the organization dedicated to raising awareness on the fight against global poverty, is excited to host its first model call off the year at The Renaissance Mayflower Hotel. The event is one of DC's leading runway shows and, according to *The Washington Post*, is "one of the largest fashion fundraisers in Washington, DC." This year's "**Re**" theme draws upon today's turbulent economic and social **reality** and the persistent call for **reflection** and change. FFP sees the **recession** as an opportunity to **reassert** what President Obama calls a new era of **responsibility**. FFP see this as a **return** to creativity in fashion over trends; the emergence of a **renaissance** of the wearability of artful, well-constructed style. This year's benefit is scheduled for **Friday, September 25, 2009 at 7PM.**

For more information about the model call contact Krystal Ugo at model@fashionfightspoverty.org or Elaine Mensah at emensah@fashionfightspoverty.org.

About Fashion Fights Poverty (FFP)

Our mission is to raise awareness for initiatives that encourage and support creative, effective, and sustainable means of challenging poverty. We believe that the industries of fashion, textiles, and design offer unique and effective opportunities for designers, craftsmen and consumers alike to contribute to the alleviation of poverty through trade, skill-building and community empowerment.

Purchase tickets to this year's fashion benefit today!
www.fashionfightspoverty.org