

**For Immediate Release**

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**BE FASHIONABLY PINK**

**Phoenix Fashion Week Brings Breast Cancer Awareness To The Runway, October 1, 2009**

**AUGUST, 2009** – Phoenix Fashion Week in its 5<sup>th</sup> year is once again gaining national acclaim for what it's bringing to the runway. This year the organization is partnering up with Susan G. Komen for the Cure Phoenix, the local chapter of the national foundation to help raise cancer awareness. Born out of a promise between sisters, the Susan G. Komen Foundation over the past 25 years has become the largest network of people with the common goal of fighting to end breast cancer. With over 100,000 survivors and activists and even more supporters, the foundation is finding more ways to voice their mission and create awareness for the cause.

On October 1<sup>st</sup>, 36 designers will open Phoenix Fashion Week with "**Be Fashionably Pink**", a Celebrity Fashion Show benefiting Susan G. Komen for the Cure Phoenix. Set at the Hotel Valley Ho and brought to you by retail giant, **Dillard's**, each designer will feature an outfit inspired by the color pink to be walked down the runway by celebrities and cancer survivors a like. The fashionable garments will subsequently be auctioned and the proceeds donated to the local chapter.

Recognizing that breast cancer affects not only those suffering from the disease, but their families as well, local celebrities like Flagstaff Mayor Sara Presler and producer DJ Mike are jumping at the chance to take part in supporting such a great cause. This will be Mayor Presler's second year working with Phoenix Fashion Week in such an event, "I think it is important that we continue to offer dignity and awareness to the fact that we have not yet found a cure for breast cancer. What Phoenix Fashion Week does in this effort is to bring a face to the need, with a fashion forward sense", commented Mayor Presler.

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One of Phoenix Fashion Week's sponsors, Revolution 3D is also doing its part to give back. In support of '**Be Fashionably Pink**', opening night will see the global launch of the health drink's newest flavor, Pink Grapefruit. The drink was developed in honor of Christine Watson, a two-time breast cancer survivor and the wife of company president David Watson. Following its debut, a portion of all sales from 3D Pink Grapefruit will be donated to breast cancer charities. "Phoenix Fashion Week's Fashionably Pink Show is an ideal launch pad for 3D Pink Grapefruit since the entire night is dedicated to Breast Cancer awareness. Susan G. Komen is a deserving recipient, and we look forward to building a relationship with this important organization", said David Watson, president of Revolution. Christine will also be among the few walking down the runway during this momentous event.

For those that can not attend, there will be opportunities to support the cause before fashion week at participating boutiques around the state. Selected locations will have the official shirt of PFW's **Retail Week** available for purchase and sales will benefit Susan G. Komen for the Cure, Phoenix. "This fashionable shirt was inspired by 'breast cancer awareness' and was co-designed by Phoenix Fashion Week and the designer from Privacy Wear, a celebrity showcased denim house," noted Brian Hill, Executive Director of Phoenix Fashion Week.

We invite you to log on to [www.phoenixfashionweek.com](http://www.phoenixfashionweek.com) for a list of boutiques participating in PFW's **Retail Week** where the limited edition T-shirts will be sold. For more information on the Susan G. Komen for the Cure, Phoenix to find out a way to help please visit [www.komenphx.org](http://www.komenphx.org)

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**Phoenix Fashion Week** is *the* leading fashion industry event in Arizona. The organization's mission is bridging national and international designers with premier retailers and prestige fashion media. *Phoenix Fashion Week's* ultimate goal is to garner global exposure for Arizona's fashion industry. Through educational fashion seminars, year-round fashion events and charitable partnerships, *Phoenix Fashion Week* is gaining rapid acclaim for its community service efforts and for infusing world-class innovation into the valley. For more information log onto [www.phoenixfashionweek.com](http://www.phoenixfashionweek.com)