

For Immediate Release

Contacts: Brian Hill - (480) 430-9489 - Brian@phoenixfashionweek.com

Giving Back Has Never Been More Fashionable

Just in Time for the Holidays, Phoenix Fashion Week and Fashion Arizona, Embrace Annual Giving Back Initiative with, Helping Hands Housing Services

Phoenix, AZ. December 2008 – Giving back has never been more in style! With historic tough economic times in the valley and all across the country, giving back is what's on everyone's wish list during this holiday season.

That's why **Phoenix Fashion Week** and **Fashion Arizona** are proud to announce the launch of their annual **Fashion Gives Back** initiative. With a record of 100 members in these two organizations, *Phoenix Fashion Week* and *Fashion Arizona* will be adopting and sponsoring families in need by partnering with *Helping Hands Housing Services*. Co-founded in 1993 by David Hepburn, the current president, *Helping Hands Housing Services* is an organization committed to helping kids and families in need across the valley. For the first annual **Fashion Gives Back** initiative, members of the fashion organizations will be giving monetary donations and apparel from designers and specialty boutiques around town to *Helping Hands* families and providing them with much needed necessities this time of year.

"As head of *Phoenix Fashion Week* and *Fashion Arizona*, I strive to make these organizations dynamic within our community," says **Brian Hill, Executive Director of Phoenix Fashion Week**. "The goal with all our initiatives is to infuse energy, industry, commerce and goodwill back into our community. That is why I am so proud to launch the **Fashion Gives Back** initiative this year and plan to grow and expand it every year to come."

"We are delighted for the partnership and support of *Fashion Arizona* and *Phoenix Fashion Week* this holiday season," says **Monica Stigler, Development Director** "It is a great way to shed light on our cause and grow our organization so we can keep providing for families in need and benefiting our community."

The **Fashion Gives Back** initiative will be launched at *Fashion Arizona's* annual holiday meeting on December 11, 2008 at Fez restaurant and bar in central Phoenix. The event will take place from 6:00-10:00pm

###

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**

Fashion Arizona is a comprehensive fashion insiders networking group. Created in 2008 by *Brian Hill, Executive Director of Phoenix Fashion Week*, *Fashion Arizona* has already accrued over 100 members. *Fashion Arizona* serves to progress and develop Arizona's fashion industry through monthly collaborations of its top fashion specialist members. For more information log onto **www.meetup.com/fashionarizona**

Helping Hands Housing Services is an organization committed to providing affordable housing and free support services to low-income families across the valley. *Helping Hands Housing Services* works to provide the resources by which the less fortunate can find the means to begin changing their lives in a real and profound way. For more information log onto **www.helpinghandsaz.org**