



Fashion Fights Poverty (FFP)
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FOR IMMEDIATE RELEASE

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**RECREATE~ REACTION!
FASHION FIGHTS POVERTY CELEBRATES 5 YEARS BY REJUVENATING AND
REINFORCING ITS PURPOSE**

WASHINGTON, DC- May 26, 2009- **Fashion Fights Poverty (FFP)**, the organization dedicated to raising awareness on the fight against global poverty, is excited to announce its 2009 presenting sponsor, **The Renaissance Mayflower Hotel, Washington, DC**. Scheduled for **Friday, September 25th at 7PM**, the Renaissance Mayflower Hotel will be the home of this year's FFP fashion benefit.

The benefit will support projects that create income-generating and micro financing opportunities for artisans in developing countries. 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**. For FFP, we see this as a **return** to creativity in fashion over trends; the emergence of a **renaissance** of the wearability of artful, well-constructed style.

The show will also mark the debut of FFP's inaugural scholarship competition, created for Washington-area high school students. Students will be challenged to design a garment using sustainable materials and write an essay describing their garment's concept, design, and execution. The winner will have the opportunity to participate in this year's show and will earn a scholarship to be applied toward design school. FFP also continues to promote its Dress Responsibly Campaign, which encourages consumers to select eco-friendly and ethical fashions and products.

"The Mayflower has been host to many historic events in the hotel's 84-year-old history and we are not only excited, but proud to be hosting as a Presenting Sponsor for Fashion Fights Poverty, which brings together Washington, DC's fashionable and professional crowd to support a cause that helps so many. The Mayflower's classic and unique elegance will be the ideal backdrop to showcasing the modern and trendy fashion talents of both seasoned and up-and-coming designers," said Mr. Satinder Palta, General Manager of The Renaissance Mayflower Hotel.

The always-anticipated fashion presentation continues to exceed standards of excellence set by the previous year. "FFP is incredibly thankful to the Renaissance Mayflower Hotel for its decision to be this year's Presenting Sponsor," said FFP President Chris Belisle. "As we celebrate our 5th Anniversary, it's exciting to welcome new partners to support us as we enter an important time of organizational growth and increased responsibility to help those much less fortunate than ourselves."

Join FFP for the climactic finale of its year-long endeavor to alleviate poverty by showcasing eco-friendly and ethical fashion designs during this year's 5th annual benefit fashion show. Guests for this year's event will be greeted on the red-carpet and presented with a lavish gift bags provided by the event sponsors. The evening will close with a spectacular after party, location TBA.

Date: Friday, September 25, 2009
Location: The Renaissance Mayflower Hotel
1127 Connecticut Ave, N.W.
Washington, DC 20036
Time: 7:00 pm-10:00 pm

For more information on Fashion Fights Poverty visit our website at www.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.