

FOR IMMEDIATE RELEASE:
May 2, 2014

FOR FURTHER INFORMATION:
Brendan Hurley: (202) 715-2605
Cell: (703) 472-8302
brendan.hurley@dcgoodwill.org
www.dcgoodwill.org

The Fashion of Goodwill Runway Show To Focus on Fashion in the Workplace

2014 Theme is, “Let’s Get to Work”!

Washington, DC – Until recently, many fashion conscious consumers tended to view leisure apparel with a more discerning eye than business attire. However, the trend is shifting – in a big way!

That’s why on September 17th at the brand new Marriott Marquis, Washington, DC, the popular Fashion of Goodwill Runway Show will return for its seventh year with a theme that highlights the growing prominence of business style while also reinforcing the importance of the Goodwill mission: ***Let’s Get to Work!***

Hundreds of business and community leaders will enjoy a fashionable display of business attire that spotlights the growing importance fashion plays in the workplace. The runway show will feature a collection of high quality contemporary and vintage outfits and accessories available at Goodwill retail stores.

Last year, over 400 professionals and fashionistas attended the *Fashion of Goodwill Runway Show and Gala* at Artisphere in Arlington, VA, and this year’s affair promises to be even more spectacular as we celebrate work!



The Fashion of Goodwill Runway Show

One of the premier events in our nation’s capital, the 2014 runway show will raise thousands of dollars to support Goodwill’s mission to transform lives and communities through the power of education and employment by providing access to free job training and supportive services for people with disabilities and disadvantages. This year’s event is expected to once again sell out. Sponsorship and ticket information can be found by calling: (202) 719-1226.

In addition to showcasing workplace couture, Goodwill will celebrate its first *Employer of the Year* – honoring a local business that has made a significant impact on unemployment or regional workforce development related issues. The winner of the award will be announced this summer.

All items featured in the runway show, as well as many other quality Goodwill fashions, will be sold at the event.

In conjunction with this unique runway show, Goodwill has again partnered with international fashion designer and creative consultant, tu-anh, (www.tu-anh.com), who will be directing, styling, coordinating, and choreographing the **one-of-a-kind** event using vintage and contemporary clothing and accessories pulled directly from the donations made to Goodwill.

Based out of Washington DC Metropolitan area, tu-anh is a globally respected fashion designer and image consultant who will be incorporating her own exclusive style and design background to polish and modernize the donated Goodwill fashions.

Anyone interested in donating to Goodwill or shopping at Goodwill Retail Stores can find the nearest store or donation site by visiting www.dcgoodwill.org, following DC Goodwill on Facebook, Twitter and Foursquare, or downloading Goodwill's free mobile app from the iTunes app store.

###

Goodwill of Greater Washington transforms lives and communities through the power of education and employment.