

For immediate release:
May 21, 2014

Contact:

Tashina Zamlowski
(315) 256.3075
Events@TRUEmodel.net

GIRL POWER TO ROCK RUNWAY!

Girls Empowerment Fashion Runway to Help Dreams Come TRUE

New York, N.Y. — To empower and build self-confidence in girls, TRUE Model Management, along with Runway The Real Way, LLC, is sponsoring the [Women & Fashion FilmFest's](#) Girls Empowerment Fashion Runway (GEFR) at the Yotel Hotel Fashion Brunch on June 7th. The event will feature both aspiring models and non-models, and give young female fashion designers a fun and supportive platform to showcase their work.

“GEFR is much more than just a fashion show,” explained [TRUE Model Management](#) President Dale Noelle. “The Girls Empowerment Fashion Runway strives to motivate, fortify, educate, inspire and empower young women to live their dreams and enjoy all aspects of their lives.”

GEFR will take place at the **Yotel Hotel, 570 10th Avenue in Manhattan, on Saturday, June 7, 2014, 2:30-3:30p.m.**, and will feature designs by students of the United Colors Of Fashion (UCOF), a nonprofit that provides free fashion education to under-resourced youth, and other local design colleges and high schools. Students from LIM College will style the looks for the fashion show. Make Up For Ever Academy will provide hair and make-up.

GEFR will also include educational, health and nutritional workshops backstage by The Luminous Foundation, Karen Lee Group, Model Moves/iModelSchool, Divine Life Styles, Be Your Best Health, Gerardo Porteny Backal, Admittedly, and more.

DJ Marcus will spin music for a post-show dance party, 3:30-5:00p.m.

The Women and Fashion FilmFest (WFF) is an annual conference and film festival, gathering leaders in fashion, entertainment and media to foster social responsibility, especially towards women and girls. WFF takes place June 3-7 in NYC and kicks off with its Red Carpet Benefit hosted by Phillip Bloch at the Gold Bar on 389 Broome St. on June 3rd. WFF also launches its Girls Film Festival premiering films by girls and a panel with Supermodels Sessilee Lopez, Grace Bol, Claudia Mason and Crystal Renn discussing their philanthropic projects and issues affecting girls such as body image. WFF panelists include Sundance Production President Laura Michalychshyn, legendary Vogue Editor Andre Leon Talley, Carla Hall of ABC's "The Chew," Model Alliance Founder Sara Ziff. <http://www.womenfashfilm.com>

To attend GEFR, please e-mail Events@TRUEmodel.net, or stop by on a first-come, first-served basis until capacity is reached. For full brunch and seating admission, call **Yotel: 646.449.7790x1**.

#