



FOR IMMEDIATE RELEASE

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MILWAUKEE FASHION WEEK, MILWAUKEE, WI – Milwaukee Fashion Week is pleased to announce two Charities of Choice for 2017: Project IAMPOWER and Discovery World!

Project: I AM Power – Girl Power Model Mania. This 501c3 non-profit organization provides a platform for children ages 5 to 17 to nurture confidence and express their individuality. Stephanie Brown, founder of Girl Power, is “thrilled that Project: I am Power – Girl Power Model Mania has been selected as Milwaukee Fashion Week’s charity of choice.” Brown believes that “building confidence while reinforcing your sense of ‘self’ is one of the single most influential things you can do to contribute to your success in life” so the program works to cultivate confidence through a series of empowering workshops using the fashion industry a metaphor.” The 5-week program leading up to Milwaukee Fashion Week will incorporate empowerment workshops, allow participants to design their own t-shirts, and then encourage them to model it on the runway during Milwaukee Fashion Week. Participants will also prepare an empowering paragraph about themselves to be read while walking the runway.

“Discovery World is a 501c3 non-profit science and technology center for families that offers fun and educational activities through unique, interactive exhibits and exciting educational labs and programs.” One of the several programs they offer, in the Kohl’s Design It! Lab, includes a Jr. Fashion Designer Camp for children in grades 4-5th. The popular one-week program allows children to work with other area Fashion Designers, to create a garment of their choice, by upcycling used materials, from start to finish. Some of this years creations will be featured on the runway at Milwaukee Fashion Week!

The 2017 Milwaukee Fashion Week is presented by Wantable.com. Wantable is an e-commerce personal styling service whose headquarters are in Milwaukee. They offer online styling for both men and women including women’s ready-to-wear, fitness apparel for both men and women, as well as intimates and makeup. “We are proud to be the 2017 Milwaukee Fashion Week presenting sponsor,” said Wantable founder and president, Jalem Getz. “As a personal styling service entrenched in the Milwaukee fashion scene, we know the city’s fashion community is fantastic and think there’s potential to grow its reputation as a place for great fashion.” Tickets for Milwaukee Fashion Week go on sale summer 2017.

For more information about Milwaukee Fashion Week, please visit <http://milwaukeefashionweek.com>.

For more information on Wantable, visit <http://wactable.com>.

For more information about Project: I AM Power – Girl Power Model Mania, please visit <http://jesuistalent.com/girl-powermodel-mania>

For more information about Discovery World, please visit <http://discoveryworld.org>