

# MFW

MILWAUKEE FASHION WEEK

FOR IMMEDIATE RELEASE

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MILWAUKEE FASHION WEEK, MILWAUKEE, WI – Milwaukee Fashion Week's 2018 is pleased to announce that Discovery World's Jr. Fashion Designer Camp is returning to MKEFW! "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 1<sup>st</sup> – 8<sup>th</sup> grades. 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. They'll also experiment with hand stitching, machine sewing, and professional tools. Some of this years creations will be featured on the runway at Milwaukee Fashion Week!

Milwaukee Fashion Week's 4th annual event will be held September 13, 2018 through September 15, 2018 in "one of the biggest venues Milwaukee has to offer" – The Event Center inside Potawatomi Bingo & Casino!

The 2018 event has a few exciting changes this year! Deborah Reimer, owner of Milwaukee Fashion Week, believes "the audience will not only appreciate the more spacious venue, but will enjoy a bright and trendy vibe, similar to what may be seen at other major Fashion Weeks." In addition, each night attendees will be able to shop and network with not only Designers, Models, Hair/Makeup Artists, and Photographers, but with other establishments in the local community, as well.

Tickets are on sale now! The event is expected to sell out, and encourages attendees to purchase their tickets in advance. No ticket sales will be allowed at the door in 2018.

100% of net proceeds will benefit Make-A-Wish Wisconsin!

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

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