

# United Colors of Fashion

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## *UCOF 2013 Annual Gala – Faith. Hope. Fashion.*

August 25, 2013

Dear Media Friend,

On Wednesday, October 9, 2013, United Colors of Fashion (UCOF) will hold our annual gala at the historic Lexington Avenue Armory in New York City. The 2013 gala theme is **FAITH. HOPE. FASHION.** As the name suggests, this year's gala is a celebration of what UCOF believes in. We remain *faithful* that our mission to empower youth through fashion will launch the careers of our interns, while we provide *hope* for their futures and for our children in Soweto, South Africa through the magical medium of *fashion*.

This annual event, which features diverse fashion designers from around the globe, provides scholars of UCOF's **Fashion Education Program** the opportunity to practice the skills they have learned and work with top international fashion designers, stylists, hair and makeup artists, fashion show producers and publicists. With the funds raised at the event, UCOF is able to continue to organize internships and educational opportunities for under-resourced youth in New York and expose them to the many exciting career opportunities in the fashion industry.

This year, we are especially pleased to introduce UCOF's Achiever of the Year, Sade Solomon. Sade started the Fashion Education Program in 2010. During her time at UCOF, she has become a visionary and a paragon of hope with aims of starting her own business through which she can use fashion and philanthropy to empower and encourage youth to fulfill their own dreams and passions as she has done. Our Fashion Education Program allows aspiring designers like Sade to focus on design without the worry of funding, which is completely covered by our sponsors. Gala attendees will get to see Sade Solomon launch her first collection in a special fashion presentation/exhibition at the gala.

Our **Charity Care Program** allows UCOF to harness the fashion community's compassion to bring relief to youth in South Africa who lack access to adequate medical care. We are partnered with the Soweto Hospice, and through generous donations and the purchase of gala tickets from supporters, we have been able to provide assistance to over 50 HIV infected/affected children in Soweto, South Africa. In March of this year, UCOF made its highly anticipated yearly visit to South Africa and it will be engraved in our minds and hearts forever.

Attached, please find our press kit which will provide the following tools to learn about our organization and annual gala: Press Release; Sample News Story; Company Profile; Event Fact Sheet; Frequently Asked Questions; and Biographies of key people within the organization.

We are available for interviews. For media inquiries, please contact:

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