

PRESS RELEASE

Bratislava Fashion Weekend 2013 will be a DROP BETTER than last year!

Proceeds from a fashion charitable bazaar will go to the KVAPKA NÁDEJE (DROP OF HOPE) foundation helping young oncology patients

Bratislava, June 14, 2013 – **The Bratislava Fashion Weekend 2013 project will be enhanced by a new charitable purpose. The BFW 2013 organisers agreed to cooperate with the Kvapka nádeje (Drop of Hope) foundation with the aim to raise funds for the support of its activities. The donations will help mainly young haematology and oncology patients. The opportunity to help is here for every one – not just fashion enthusiasts.**

An innovation in the BFW 2013 programme is a charitable bazaar organised jointly with Kvapka nádeje, which may be joined by the participating designers, fashion brands, and celebrities. All they have to do in order to take part is to donate a part of their wardrobe or collection to the bazaar, which will offer the donated clothing during the BFW 2013. All proceeds will be paid onto the bank account of Kvapka nádeje.

The founder of Kvapka nádeje is Vendula Svobodová who brought this project to Slovakia in 2010 after its successful 10-year operation in the Czech Republic. *‘We are really happy about the association with Bratislava Fashion Weekend, and regard it as a further invaluable opportunity how to help those in need. I’m convinced that the topic of fashion may help us get closer to younger target groups who like nice things and – as I trust – have a heart of gold as well,’* **Vendula Svobodová** commented on the cooperation.

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For current information about the continuing preparations of Bratislava Fashion Weekend 2013 please visit www.fashionweekend.sk or join us on Facebook at www.facebook.com/BratislavaFashionWeekend.

About the organizers:

The organisers of the third annual BFW and MBPFW are the renowned production company STARS COMMUNICATION and the modelling agency CZ MODELS. This partnership combines the professional background, long-time experience and contacts of both companies. For more information please visit www.czModels.cz and www.starscom.cz.

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