



Press Release

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*National Coalition of 100 Black Women Chattanooga Chapter, Inc.
Host 51st annual Ebony Fashion Fair*

EBONY FASHION FAIR is set to deliver a riveting fashion extravaganza with **THE RUNWAY REPORT: What's Hip. What's Hot. What's Now!** Fabulous meets fierce in this 51st annual fashion show as the latest trends and unique styles are unveiled.

Hosted by the Chattanooga Chapter of the National Coalition of 100 Black Women, Inc., **THE RUNWAY REPORT** comes to Chattanooga's Memorial Auditorium Monday February 23rd. The fashion show will begin @ 7:00 p.m. and tickets can be obtained from any member of the local NCBW chapter or by calling 423-698-0029.

Commanding the catwalk will be 13 alluring models that will work the runway in designs by a host of the best designers in the world, including Christian Lacroix, Sarli, b. michael, Carolina Herrera, Ruben Singer and Jean-Louis Scherrer. Each \$35 ticket purchased will include a copy of **EBONY FASHION FAIR** magazine. In addition, ticket holders will have a choice of a one-year subscription to **EBONY** magazine or a six-month subscription to **JET** magazine. Incredible door prizes will also be given away during intermission by the shows illustrious sponsors. Ticket holders will have a chance to win round-trip airfare for two to any U.S. destination courtesy of **AMERICAN AIRLINES** or **AMERICAN EAGLE**. Other prizes include a one-year supply of hair care items from **LUSTER'S PINK** collection and products from **FASHION FAIR COSMETICS**, the No. 1 cosmetics company in the world for women of color.

EBONY FASHION FAIR is an elaborate production fully equipped with special effects, hip-hop and R&B music as well as all of the entertainment of a Broadway show. Known for its commitment to giving back to the community, the show has donated over \$55 million to charitable organizations and scholarship funds. Fashion authority Eunice W. Johnson continues to preside as the show's producer and director and wows spectators with cutting-edge trends and rare collections of apparel. Fashionistas across the country will find out what's hip, what's hot and what's now when the world's largest traveling fashion show comes to Chattanooga.

“We are extremely excited that the National Coalition of 100 Black Women is able to bring the **EBONY FASHION FAIR** back to Chattanooga”, states Gloria McKeldin, Chattanooga Chapter President. “We feel fortunate to be included as one of the 170 cities in which the fashion show will be held.” Liz Elliot, NCBW fundraising co-chair added “It has been three years since the **EBONY FASHION FAIR** extravaganza has presented a show in Chattanooga. I encourage everyone to attend as I am sure it will be a show that you will not want to miss.”

The mission of the National Coalition of 100 Black Women Inc., Chattanooga Chapter is to serve as an advocate on behalf of women of color through national and local actions and strategic alliances that promote its national and international agendas on leadership development and on gender equity in health, education, and economic development. For more information about the organization call 423-698-0029 or log on to www.ncbw-chattanooga.org.

EBONY FASHION FAIR is a division of Johnson Publishing Company Inc. For more information on the show, including video and images, visit the www.ebonyfashionfair.com.

For further information, call 423-698-0029.