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**The Center for Youth Asks Community to “Walk the Walk” During Fashion Week 2016 to Support Homeless Youth Services**

*Tickets now on sale for Fashion Week 2016 at [www.fashionweekofrochester.eventbrite.com](http://www.fashionweekofrochester.eventbrite.com)*

**Rochester, N.Y., Sept. 12, 2016** — The Center for Youth, in collaboration with Partners + Napier, revealed a new look and campaign for Fashion Week of Rochester 2016 at a press conference outside City Grill this morning. Ticket sales for Fashion Week (Oct. 6, Oct 10—15) also launched online at [www.fashionweekofrochester.eventbrite.com](http://www.fashionweekofrochester.eventbrite.com). In its seventh year, Fashion Week will celebrate Rochester’s fashion community while raising funds for The Center’s homeless youth shelters and crisis services.

Partners + Napier donated its creative services to develop a campaign that refocuses the community’s attention on the missions of Fashion Week and The Center while generating excitement for the event. Fashion Week’s new tagline, “Walk the Walk,” urges people to participate in the fundraiser for both the fashion on the runway and the philanthropy. The campaign also includes a new black and white logo, banners and billboards around the city, print and television ads, and a strategic social media presence.

“We couldn’t be prouder to support The Center for Youth through developing this beautiful, visual and moving campaign for Fashion Week of Rochester,” said Sharon Napier, CEO of Partners + Napier. “We were so inspired by the growth of this event and the impact it has had on our community. We saw an opportunity to partner with the Fashion Week of Rochester team to take this to the next level.”

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This year, a portion of funds raised will support The Center’s Crisis Nursery program, which provides free, temporary childcare during family emergencies and often operates at capacity. The Center is exploring the possibility of opening a second Crisis Nursery site due to the need and demand.

“In all of its creativity, glamour and beauty, Fashion Week helps us shine a light on our young people who are struggling the most,” said Elaine Spaul, Executive Director of The Center for Youth. “With help from Partners + Napier and our generous supporters, we hope members of the community feel compelled to support Fashion Week, so we can make sure all our babies and children live in a community where they are safe and loved.”

Fashion Week 2016 offers seven events this year, including four evening runway shows in a 19,000-square-foot tent in the Inner Loop at Charlotte and Pitkin streets. Tickets to the runway shows range in price from \$25 to \$100. Full details and a link to purchase tickets can be found at [www.fashionweekofrochester.org](http://www.fashionweekofrochester.org).

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### **About Fashion Week of Rochester**

Fashion Week of Rochester launched in 2010 to engage the community in an event that would spotlight local designers, boutiques, businesses and artists while raising awareness of and funds for homeless youth shelters and crisis services at The Center for Youth. For more information, visit [www.fashionweekofrochester.org](http://www.fashionweekofrochester.org), or find us on Facebook (fashionweekofrochester), Instagram (fashionweekrochester) and Twitter (@Roc\_FashionWeek). #FashionWeekRochester #WalktheWalk

### **About The Center for Youth**

Started by youth for youth in 1971, The Center for Youth delivers a continuum of services to homeless and runaway youth and families in crisis, including emergency shelter, transitional housing programs and Crisis Nursery, which provides temporary childcare during emergencies. The Center’s school-based, counseling and community awareness programs aim to educate, engage and empower young people. All services are delivered with the knowledge that youth want to and can take responsibility for their life choices. For more information, visit [www.centerforyouth.net](http://www.centerforyouth.net) or find us on social media: Facebook (Center for Youth) and Twitter (@center4youth).