



For Immediate Release

## **Innovative runway show to spotlight North Texas fashion, food industry professionals**

*Dallas, TX – November 10, 2016* – On February 15, 2017, the culinary industry in Dallas will join forces with the fashion industry in Dallas to present a fundraising reception like no other in the city's history.

Presented by the Greater Dallas Restaurant Association, **Food in Fashion** will bring together the city's most creative fashion industry professionals with the city's most popular food service establishments to produce the most innovative runway show Dallas has seen. Each fashion model will 'strike a pose' in attire that incorporates some edible, drinkable or service item representing one of the event's restaurant industry partners.

Proceeds from this first-of-its-kind charitable event will go to:

- **The Texas Restaurant Association Education Foundation – a 501(c)(3) non-profit**
- **The culinary education programs within the Dallas Independent School District**

Teams uniting Dallas ISD trustees with students in the district's culinary education programs will compete on-site to prepare the event's most popular gourmet appetizer. And attendees will also be able to bid on items in a ten-package silent auction.

The event's organizers invite businesses across North Texas to participate in this unique evening. Especially sought are:

- **Fashion Industry Partners** – Fashion designers, retail apparel stores, fashion design schools, costume designers for theater, professional stylists, clothing manufacturers, wholesale apparel businesses, fashion publications
- **Restaurant Industry Partners** – Restaurants, bars, caterers, independent chefs, food stylists, restaurant supply companies, food or beverage distribution companies, breweries, distilleries

Businesses interested in becoming a **Food in Fashion** partner are requested to send an email to [randall.white@elettore.com](mailto:randall.white@elettore.com). Those businesses will receive general information on the benefits they will receive as a partner as well as the guidelines governing the event. There is no fee connected to becoming a partner. However, partners will be responsible for any costs incurred (time and materials) in preparing the runway models.

The event also welcomes volunteers, and individuals or businesses willing to donate materials, cash, or items for VIP goody bags.

*(more)*

**EVENT DETAILS:**

***Food in Fashion***

***Wednesday, Feb. 15, 2017, 6-8 pm***

***3015@Trinity Groves in West Dallas***

*Presented by the Greater Dallas Restaurant Association*

*Benefiting the Texas Restaurant Association Education Foundation and the Dallas Independent School District's culinary education programs*

Contact:

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