

MEDIA ADVISORY

For immediate release

August 18, 2011

Contact:

Jessica Hoy

646.842.0438

jessica@neuprofile.com



L~Shandi Presents “Runway Moms for a Cause” hosted by Maureen Umeh Emmy Award winning anchor/reporter of Fox 5 DC

WHAT: “Runway Moms for a Cause” (RMFAC) is an impactful intersection of philanthropy and fashion at its best. Labeled a visual fashion statement for Global Goodwill, RMFAC is a runway show for philanthropists to take a stance on an often overlooked issue, and lend a helping hand towards a solution. The inaugural black-tie event will focus on influential Washington, DC mothers raising funds for orphans through the United for Kids Foundation (UKF) – a 501c3 organization committed to fighting poverty and illiteracy through education and social welfare programs in Nigeria. RMFAC is recognized by the Embassy of Nigeria as a prelude to the Nigerian Independence Day celebrations.

Participating mothers will be adorned in one-of-a-kind designs by L-Shandi and guests will partake in a silent auction featuring original artwork, sent from Nigeria, by the benefitting orphans depicting their life goals and dreams.

Tickets can be purchased here: http://www.wix.com/kris503/ru0711_test5#!tickets

WHO: Hosted by **Maureen Umeh**, Emmy award winning Anchor of Fox 5 News, **Aba Kwawu**, Founder, The Aba Agency, **Jessica McFadden**, Founder, top online DC Metro area Mom site "A Parent in Silver Spring", **Kelly Collis**, Tommy Show on Fresh 94.7, Founder, City Shop Girl, **Maimah Karmo**, Founder, Tigerlily Foundation, **Rebecca Cooper**, Anchor, WJLA Channel 7, **Maggy Francois**, Fashion Design Director, West Potomac Academy, **Tanya Dallas-Lewis**, Musician and Journalist, **Christine Brooks-Cropper**, President, Greater Washington Fashion Chamber of Commerce, **Chichi Emeson**, Executive Director, Miss Nigeria in America, Inc., **Natalie Jobity**, President, Élan Image Management, **Mia Redrick**, Owner, Finding Definitions, **Kristie Hale**, CEO, Impulse Design Group, Inc., **Susi DuPuis**, Personal

Assistant to CEO & CFO of BP Alternative Energy North America, **Monique Lighthart**, Realtor, Long and Foster, **Neneh Diallo**, Director of Communications, Millennium Challenge Corporation, **Christhel Barron**, PR & Events coordinator at LJ Bamboo, **Doyin Daramola-Boatin**, Doctor of Pharmacy, Dekalb Medical Hospital

WHEN: Friday, September 30, 2011
6:30 p.m. – 10:30 p.m.

WHERE: Embassy of the Federal Republic of Nigeria
3519 International Court, NW
Washington, DC

***For press and sponsor opportunities please contact: Jessica Hoy, jessica@neuprofile.com

About Runway Moms for a Cause (www.lshandi.com/charity)

“Runway Moms for a Cause” (RMFAC) is an impactful intersection of philanthropy and fashion at its best. Labeled a visual fashion statement for Global Goodwill, RMFAC is a runway show for philanthropists to take a stance on an often overlooked issue, and lend a helping hand towards a solution. The inaugural black-tie event will focus on influential Washington, DC mothers raising funds for orphans through the United for Kids Foundation (UKF) – a 501c3 organization committed to fighting poverty and illiteracy through education and social welfare programs in Nigeria. RMFAC is recognized by the Embassy of Nigeria as a prelude to the Nigerian Independence Day celebrations.

About L~Shandi (<http://lshandi.com/>)

L~Shandi was created from the Nigerian street slang expression “Lepa Shandi”. Lepa Shandi is a common term for women whose clothing, outfit, or ensemble has a flattering and sexy fit. L~Shandi designs was created in 2005 by Lara Akinsanya, a Nigerian-born American, who was inspired to provide ready-to-wear garments that are made with fabrics from Africa appealing to women from all nationalities. What makes the L~Shandi designs different is the innovative use of the traditional African fabrics with Western cuts to provide a unique, sophisticated and timeless glamorous look.

###