

MERCHANDISING OPPORTUNITIES DESIGN ASSOCIATION

Western Michigan University, Kalamazoo, MI 49008

NEWS RELEASE

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Merchandising Opportunities Design Association to host Fusion 2009 fashion show to benefit Susan G. Komen Breast Cancer Foundation, Southwest Michigan Affiliate

KALAMAZOO, Mich. - Western Michigan University's Merchandising Opportunities Design Association (M.O.D.A.) will produce a student run fashion show with half of the proceeds to benefit local breast health outreach programs and national breast cancer research projects.

"Each year, our spring fashion show proceeds are donated to Susan G. Komen for the Cure of Southwest Michigan," says M.O.D.A. President Danielle Mihelich. "Over the past 10 years, we have donated over \$20,000 to the organization. We hope to donate an additional \$10,000 from the spring 2009 shows."

Two fashion shows will take place at the Radisson Plaza Hotel on Friday, April 3, and Saturday, April 4. Doors will open at 6:30 p.m. for VIP ticket holders, and 7:30 p.m. for general admission ticket holders. The show will begin at 8 p.m. both nights. Tickets are \$10 for general admission and \$30 for VIP. Tickets for VIP seats are not available at the door and must be purchased in advance by contacting modawmu@gmail.com.

M.O.D.A. Spring 2009 Fusion fashion show...

“We look forward to working with major sponsors this year, including Ansara Restaurant Group, Inc., which will donate \$1,000 from their Red Robin location in Portage,” says Mihelich.

WMU Alumnus Scott Munn will serve as disk jockey for the event. Twenty-four student designers and 38 volunteer student models will participate in the show. M.O.D.A. members will work the show to assist models and designers backstage.

M.O.D.A. is a registered student organization at WMU that was established in 1998 by two students in the Family and Consumer Sciences department studying textile and apparel studies. Today, the group has grown to include almost 100 student members.

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