

MEDIA RELEASE
17th August 2015

TAB AND TELSTRA PERTH FASHION FESTIVAL CONTINUING TO SUPPORT THE WEST AUSTRALIAN COMMUNITY

For the third consecutive year the TAB is proud to be the Principal Presenting Partner of WA's premier fashion event, the Telstra Perth Fashion Festival.

This year TAB will be sponsor of the two premier Closing Night shows at Ascot Racecourse, as well as a support of the Myer Fashion Lunch held for the first time in the new surrounds of the transformed Ascot Racecourse. The Closing Night parades are Steph Audino and Ae'lkemi and Wheels and Dollbaby.

Racing and Wagering WA CEO Richard Burt said the TAB's sponsorship was focused on supporting WA fashion designers.

"The festival is an iconic WA event and one we are proud to have our brand aligned with, given the strong connection between fashion and racing," Mr Burt said.

"This year, through the Community TAB program, we will give back more than \$150 million to the community through our support of the local sport community, charity partners and sponsorships."

Mr Burt said Community TAB, a proud WA entity for more than 50 years, would once again match the money raised by TPF for the 2015 event's charity partner, Lifeline WA.

"We commend the Telstra Perth Fashion Festival for selecting Lifeline WA as itsr charity partner, an organisation making a real difference in our community and one we are proud to have as one of our major community partners," he said.

Last year Community TAB and TPF together raised \$6,350 for Anglicare to help women in need in the community with monies raised via tickets sold for the Ruth Tarvydas Show and a matched donation by Community TAB.

Lifeline WA Ambassador and Perth fashion designer Aurelio Costarella will be showcasing his summer collection exclusively at the Myer Fashion Lunch. Mr Costarella recently revealed how a long-running, well-hidden battle with depression and anxiety threatened to defeat him. He also spoke about how Lifeline WA had a vital role in supporting people struggling with depression as well as helping to keep communities safe from suicide.



Festival Director Mariella Harvey-Hanrahan said: “We are honoured to be working with a cause we firmly believe in and look forward to fashion making a positive impact.

“We encourage all patrons to make the optional donation when purchasing tickets to closing night as part proceeds of tickets will go directly to Lifeline WA.

For more information on all of the participating designers; the program of events and tickets for sale go to www.telstraperthfashionfestival.com.au

-ENDS-

Telstra Perth Fashion Festival will run over six days from 15 to 20 September 2015.

Telstra Perth Fashion Festival, through the Fashion Council WA, is supported by the State Government through Tourism WA and the Department of Culture and the Arts, and by the City of Perth.

Follow Telstra Perth Fashion Festival on Facebook at Perth Fashion Festival (PFF), on Twitter @perthashfest and on Instagram @telstraperthfashionfestival.

telstraperthfashionfestival.com.au
fashioncouncilwa.com.au

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