

**Media Release  
Monday 31 August 2015**

**Telstra Perth Fashion Festival supports low risk drinking**

Telstra Perth Fashion Festival is proud to announce that Olympian and Commonwealth Games pole vaulter and model Liz Parnov, will be the ambassador for Fashion Paramount and Fashion Central, both presented by Alcohol. Think Again at this year's festival alongside festival founder Mariella Harvey-Hanrahan.

The striking athlete and Vivien's model is the perfect person to promote the health message that responsible drinking is fashionable.

"I wanted a role model who could complement what we are doing but whose brand doesn't just say fashion and Liz is the perfect person. It's fusing sport, fashion, art and lifestyle and bridging the culture gap," said Mariella Harvey-Hanrahan

"I am looking forward to this year's fashion festival and promoting the Alcohol. Think Again health message which aims to let people know about ways of reducing harm from alcohol consumption," said Liz Parnov.

"I love my job, living a healthy and active lifestyle – and Perth is the perfect place for me to train and work.

"I am training hard for the Olympics in Rio – working on the skills I need for pole vaulting such as strength, power, speed and co-ordination. I tend to avoid drinking to help me concentrate on my training and fitness. When I jump well the outcome feels amazing!"

Telstra Perth Fashion Festival's partnership with Healthway provides a platform to promote the Alcohol Think Again message to a large target audience.

Health research shows that women who attend arts events are more likely to consume alcohol at higher levels than the general population and this places them at risk of serious health issues including many types of cancer.

"Whether you are attending a runway event, a gallery, art centre or a sporting event – I think you should always stay at low risk of alcohol-related harm by having no more than two standard drinks on any day.

"I'm delighted we can use the Festival as a platform to increase awareness about the guidelines for low risk drinking," said Ms Harvey Hanrahan.



“We are pleased to partner with Healthway to promote the all-important health message Alcohol Think Again and to help women of all ages understand the risks associated with drinking above the recommended guidelines.”

This year Festival guests will be greeted by one of WA's handsome up-and-coming male models at the free entry Chill Out Lounge and Water Bar, located near Fashion Paramount presented by Alcohol. Think Again at the Perth Concert Hall.

The Alcohol. Think Again campaign is implemented by the Mental Health Commission in partnership with Curtin University.

For more information on Healthway please go to [www.healthway.wa.gov.au](http://www.healthway.wa.gov.au) and for Alcohol. Think Again please go to [www.alcoholthinkagain.com.au](http://www.alcoholthinkagain.com.au)

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

*Telstra Perth Fashion Festival is supported by the State Government through Tourism WA and the Department of Culture and the Arts and Healthway. The City of Perth is also a major sponsor.*

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

*[telstraperthfashionfestival.com.au](http://telstraperthfashionfestival.com.au)*

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