

# FASHION WEEK

AT THE BELLEVUE COLLECTION SEPT. 24-28



FOR IMMEDIATE RELEASE

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## **Nearly \$85,000 Donated from Fashion Week at The Bellevue Collection The Moyer Foundation and Bellevue LifeSpring Benefit from Fashion Runway Shows**

**BELLEVUE, Wash. (Sept. 29, 2014)** – The Bellevue Collection and the Kemper Freeman family raised nearly \$85,000 for The Moyer Foundation and Bellevue LifeSpring during their 9<sup>th</sup> annual Fashion Week at The Bellevue Collection’s stylish fall fashion runway shows. 100% of the ticket sales of the two events went directly to these non-profit beneficiaries. Posh Party Trend Show held Friday, Sept. 26<sup>th</sup>, generated \$22,850 for Bellevue LifeSpring and the signature event of the week held on Saturday, Sept. 27<sup>th</sup>, Front Row Fashion Runway Show Presented by *Vogue*, raised \$61,325 for The Moyer Foundation. Both shows were held at The Bellevue Collection to sold-out crowds.

During Front Row Fashion hosted by Vogue Market Stylist, Cara Crowley, co-founder of The Moyer Foundation, Karen Moyer, spoke about how the funds raised for this event go to benefit children in the community who are in need. “We are honored to be chosen as the beneficiary of this one-of-a-kind fashion runway event for the fifth consecutive year,” says Moyer. “The Moyer Foundation is grateful to The Bellevue Collection and the Kemper Freeman family for their generosity and the opportunity to be involved with such an amazing night of fashion and fundraising! Together we are providing hope and healing to children facing some of life’s most difficult circumstances.” This is the fifth year that The Bellevue Collection has partnered with The Moyer Foundation, raising more than \$285,000 for children in need.

Posh Party Trend Show hosted by Lifestyle Expert, TV Host and Author, Lawrence Zarian was a night of fashion, beauty and philanthropy. “What an amazing evening!” said Jennifer Fischer, executive director of beneficiary, Bellevue LifeSpring. “We are so grateful to The Kemper Freeman family and The Bellevue Collection for their generosity and commitment to Bellevue LifeSpring. Hunger happens here in Bellevue and the money raised tonight will provide 21,000 meals to children living in poverty in our community. Thank you.”

“Each year we strive to produce the best shows possible to support the beneficiaries that play such a critical role in our community and beyond,” says Jennifer Leavitt, vice president of marketing, The Bellevue Collection. “The addition of Lawrence Zarian as the host of Posh Party made it a special night for everyone and contributed to selling out the show for Bellevue LifeSpring. Topping off this week was the highly anticipated Front Row Fashion Runway Show Presented by Vogue, which helped to raise funds for The Moyer Foundation that gives much needed support to local kids and families affected by addiction. The funds raised at these two events go to two outstanding beneficiaries and we are glad to be able to continue our philanthropic culture of giving back to our community.”

### **About Bellevue LifeSpring**

The mission of Bellevue LifeSpring is to foster stability and self-sufficiency for Bellevue’s children and their families through programs that feed, clothe and educate. Bellevue LifeSpring has been a longtime partner of The Bellevue Collection. The Kemper Freeman family supports our Thrift Shop, located in Bellevue Square, by only charging \$1 per year in rent. Last year, Bellevue LifeSpring provided over 80,000 meals to children living in poverty. The organization

also provides back-to-school clothing, educational scholarships and emergency services to 3,600+ children and their families that they serve in Bellevue.

### **About The Moyer Foundation**

The Moyer Foundation is a public, 501(c)(3) non-profit organization with a mission to provide comfort, hope and healing to children affected by loss and family addiction. Founded in 2000 by World Series champion pitcher Jamie Moyer and his wife Karen, The Foundation created and supports two signature programs. Camp Erin® is the nation's largest network of free bereavement camps for grieving children and teens ages 6 - 17. Camp Mariposa® is a free, first-of-its-kind program for children ages 9-12 impacted by a family member's addiction. For more information on The Moyer Foundation and its programs, please visit [www.moyerfoundation.org](http://www.moyerfoundation.org).

For more information on all the Fashion Week events, visit [www.bellevuecollection.com/fashionweek](http://www.bellevuecollection.com/fashionweek).

### **About The Bellevue Collection**

Located in the heart of Bellevue, Washington, The Bellevue Collection, owned by Kemper Development Company, includes Bellevue Square, a super-regional upscale shopping center, Bellevue Place, a mixed-use property featuring the Hyatt Regency Bellevue and small boutiques and Lincoln Square, anchored by Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue. This distinctive collection features 250 of the finest shops, 25 destination restaurants, a 16-screen premier cinema, 1,100 luxury hotel rooms and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is a shopping, dining and nightlife, and entertainment experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Streets in downtown Bellevue, just across Lake Washington from Seattle.

Official event hashtag #BellevueFW - Bellevue Collection Twitter @BelleCollection – Instagram @BellevueCollection