



Wednesday 12th March 2008

Media Release

Frocking up to help others breathe easy!

The Jailhouse Frock, 7:30pm Friday 28th March 2008

The Asthma Foundation has joined forces with some of the top fashion designers from Western Australia and around the world to present the inaugural Jailhouse Frock on Friday 28th March at the infamous Fremantle Prison. It will be a night of glitz, glamour, fine foods and wine and outstanding fashion designs, all geared toward improving the lives of those with asthma.

Jailhouse Frock will be set within the walls of the former death row of Fremantle Prison and guests on the evening will feel far from imprisoned with a night full of exciting opportunities to see some of Western Australia's leading fashion designers, mingle with VIPs and kick back while helping West Australians who live with asthma.

Fundraising and Events Manager for the Asthma Foundation, Georgia Kennedy says "With over 2 million Australians living with asthma and an average 2,000 people visiting emergency departments of hospitals every week with asthma, it is wonderful to see the community getting involved in the Jailhouse Frock and supporting their fellow West Australians".

With the help of local WA celebrity Verity James as MC, Dream Dress Hire and Metro Modelling, Jailhouse Frock will showcase gowns by international designers Jovani and Faviana of New York, jewellery by Say Bella and among other local designers, Hue Le Couture.

"The funds raised through this glamorous night of fashion and fun will enable the Asthma Foundation to assist West Australians living with asthma and we hope that those who attend and support Jailhouse Frock might learn a little more about the serious and in some cases fatal symptoms associated with asthma", Georgia Kennedy said.

To attend and join the glitz and glam of the Jailhouse Frock please call (08) 9289 3600 to book your tickets. General admission tickets are priced at \$75pp including canapés and refreshments and VIP tickets are priced at \$110pp with additional special seating and networking opportunities.

The evening will include champagne on arrival, canapés and refreshments throughout the night, a cat walk showcase of the designers work and a chance to wine and dine alongside fashion experts.

For more information or to donate to the Asthma Foundation of WA please log on to www.asthmawa.org.au.

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Event Media Spokesperson: Georgia Kennedy (08) 9289 3661, 0412 864 711.

Photo Opportunities: Please contact the Asthma Foundation to arrange photographs for the event or for further media information.

Alternatively the Foundation is happy to provide photographs of some of the designer's pieces.