



**The Asthma Foundation
of Western Australia Inc**

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...Helping People Breathe Better...

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MEDIA RELEASE

Jailhouse Frock



A SNEAK PEAK AT WA'S FINEST IN FASHION

The Asthma Foundation has joined forces with some of the top fashion designers from Western Australia to present the 2nd annual Jailhouse Frock on Friday 17 April at the infamous Fremantle Prison. The event will celebrate the finest in WA's emerging and established fashion talent in a night of glitz, glamour and local music - all geared toward improving the lives of those with asthma.

With the help of local media personality Verity James as MC, Jailhouse Frock will showcase creations by some of the best designers the State has to offer including Morrison, Love in Tokyo, Empire Rose, Mabu, Challenger TAFE graduates and many more emerging fashion identities. Also, joining the evening for a very special performance is WA Singer Songwriter Felicity Groom.

Most importantly, this carnival of talent will raise much needed funds for the Asthma Foundation of Western Australia. CEO of the Asthma Foundation of WA, John Gummer says, "The funds raised through this sensational event will enable the Asthma Foundation to assist the more than 225,000 Western Australians living with asthma, and it is hoped that the guests at Jailhouse Frock will learn a little more about the serious and in some cases, fatal symptoms associated with asthma".

Each of the designers involved in the event boasts a different style, business background and motivation for being involved in the Jailhouse Frock. Guests will be spoilt with the first sneak peek of the brand new winter designs of many of these outstanding designers.

"Jailhouse Frock has been created as an event that highlights the sheer talent that lies within Western Australia. Including the fashion, music, food, wine and beer – everything has been created locally and we're very proud to be presenting this event to the community", Mr Gummer said.

The evening will include two fashion parades, a special live performance, a light meal and unlimited WA beer and wine. Also on offer for guests are the special Live and Silent auctions, during which guests will have access to exclusive items.

To attend and join the glitz and glam of the Jailhouse Frock please call (08) 9289 3600, to book your tickets. Tickets cost \$88pp (incl GST) which includes a light meal and a beverage package.

For more information, please visit www.asthmawa.org.au, or phone 9289 3600.

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Photo Opportunities: Please contact the Asthma Foundation to arrange photographs for the event or for further media information. Fashion designers and Felicity Groom are available for photographs on request.

Alternatively, a photograph is attached featuring designs from this year's Jailhouse Frock.