



Video footage and interviews with staff and models are available upon request.

EBONY FASHION FAIR PRESENTS THE RUNWAY REPORT:

What's Hip. What's Hot. What's Now!

The World's Largest Traveling Fashion Show Celebrates 51 years



FOR IMMEDIATE RELEASE

Media Contact:

Staci R. Collins Jackson
(312) 322-9324
SRCollinsJackson@ebony.com

EBONY FASHION FAIR is set to deliver a riveting fashion extravaganza with **THE RUNWAY REPORT: What's Hip. What's Hot. What's Now!** Fabulous meets fierce in this 51st annual fashion show as the latest trends and unique styles are unveiled.

THE RUNWAY REPORT debuts Sept. 3 in suburban Chicago and will captivate audiences in over 170 U.S. cities through May 2009.

Commanding the catwalk will be 13 alluring models that will work the runway in designs by a host of the best designers in the world, including Christian Lacroix, Sarli, b. michael, Carolina Herrera, Ruben Singer and Jean-Louis Scherrer.

Each ticket purchase includes a copy of **EBONY FASHION FAIR** magazine. In addition, attendees will have a choice of a one-year subscription to **EBONY** magazine or a six-month subscription to **JET** magazine. Incredible door prizes will also be given away during intermission by the shows illustrious sponsors. Ticket holders will have a chance to win round-trip airfare for two to any U.S. destination courtesy of **AMERICAN AIRLINES** or **AMERICAN EAGLE**. Other prizes include a one-year supply of hair care items from **LUSTER'S PINK** collection and products from **FASHION FAIR COSMETICS**, the No. 1 cosmetics company in the world for women of color.

EBONY FASHION FAIR is an elaborate production fully equipped with special effects, hip-hop and R&B music as well as all of the entertainment of a Broadway show. Known for its commitment to giving back to the community, the show has donated over \$55 million to charitable organizations and scholarship funds.

Fashion authority Eunice W. Johnson continues to preside as the show's producer and director and wows spectators with cutting-edge trends and rare collections of apparel. Fashionistas across the country will find out what's hip, what's hot and what's now when the world's largest traveling fashion show hits their city!

EBONY FASHION FAIR is a division of Johnson Publishing Company Inc. For more information on the show, including video and images, visit the **NEW Web site** at www.ebonyfashionfair.com.