



**EMBARGOED UNTIL OCTOBER 22, 2011**

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## **PINK JAMS! AND CHRISTIAN SIRIANO PRESENT STAR-STUDED FASHION SHOW FOR BREAST CANCER AWARENESS**

*Hundreds Of Washington's Elite Celebrate Young Survivors As New York Fashion Makes Its DC Debut*

**October 22, 2011 (Washington, DC)** — Pink Jams!, a DC-based nonprofit promoting breast cancer awareness to men and women under 40, held its annual live-music fashion event on Friday night. Annapolis native, **Christian Siriano** collaborated to bring the New York Fashion Week experience to his hometown. Replicating his Spring/Summer 2012 Fashion Week show, Siriano captivated the standing-room-only crowd.

The event, Pink Rocks the Runway, celebrates local young breast cancer survivors, each wearing pink couture dresses from a DC-area designer, drawing attention to the misconception that breast cancer awareness should begin at age 40. In addition, a cadre of professional athletes and local personalities – named the 'Pink Tie Guys' – proved that men care about breast cancer awareness too. Among them were Clyde Simms, Devon McTavish and Ethan White of DC United; Gary Clark, Ade Jimoh, Brandon Banks, Ravin Caldwell and Reed Doughty of the Washington Redskins; sportscasters ESPN's, Jorge Andres and Comcast Sportsnet's, Ivan Carter; Fox 5's, Will Thomas; Michael Woestehoff of *The Washington Lobbyist*, and Kyle Renner.

"I am proud to collaborate with Pink Jams! to raise breast cancer awareness for young women – a cause important to all of us. It meant a great deal to come home and bring my entire new collection with me," said Siriano.

At the conclusion of the high-energy evening, former First Lady of Washington, DC, Michelle Cross Fenty, accepted a \$30,000 grant from Pink Jams! to the Capital Breast Care Center. The Center, which currently diagnoses breast cancer at two times the national rate, works to provide mammograms and screenings to uninsured women in the Washington, DC area. Fenty serves as the Center's Chairwoman.

“It’s tough trying to capture the attention of the under-40 crowd to promote breast cancer awareness. So many believe that self-exam is something they don’t have to worry about until they are older. By creating outreach and education campaigns, and hosting events that engage artists, musicians, fashion designers, and others, we are tapping in to their interests to deliver our strong awareness message.” says Christa Floresca, Founder of Pink Jams!, “The most special aspect of the night are the survivor models. These are real women - all diagnosed before they were 40 – the youngest was 21. Of course, we are thrilled that Christian agreed to lend his incredible talent to our effort.”

As the survivor models and ‘Pink Tie Guys’ made their runway appearances, Charm City Devils (CCD), praised by Motley Crüe’s Nikki Sixx as “a *real* rock band” performed live. CCD, hailing from Baltimore, has recently toured with Motley Crüe, and opened for Bon Jovi. Lead singer John Allen’s mother is a breast cancer survivor.

The event’s sponsors included Bubbles Salon and Cibu (presenting sponsors), Lifetime Television, **vitamin**water zero, Comcast Spotlight, Gibson Guitar, Bayer Onyx, Belmont Reconstructive Surgery, Effen Vodka, Send the Trend, Mix 107.3, Dining in DC, Moshe Zusman Photography, BB&T, Savoir Faire Media, Total Health Physical Therapy, Sofitel Washington DC, Green Route Transportation, TMG Custom Media, Aesthetic Dental Spa, Dirty Martini, and ASD Consulting.

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Event details and official event pictures can be found at [www.PinkRockstheRunway.com](http://www.PinkRockstheRunway.com).

### **About Pink Jams!**

Pink Jams!, founded by Christa Floresca after the loss of a 35-year old friend, works to support breast cancer education and awareness for men and women under the age of 40. For more information on Pink Jams!, go to [www.PinkJams.org](http://www.PinkJams.org)