

# Public Service Announcement

March 27, 2014

City of Edmonton

## Hottest winter fashion takes the stage

Warm winter wear doesn't have to mean unflattering parkas or well-worn long johns. Learn how you can keep your wardrobe from fleeing south of the border at the *For the Love of Winter Design Competition*.

**Date:** Saturday, March 29, 2014

**Time:** 5:30 p.m.

**Location:** [ATB Financial Arts Bams](#), 10330-84 Avenue

**Admission:** Free



Local fashion designers have been challenged to create winter outfits that inspire us to dress both warmly and fashionably. WinterCity Edmonton and Western Canada Fashion Week invite you to embrace the coolest season by viewing their creations at an outdoor runway showing.

The first place winner will receive a one-night executive suite bed and breakfast package at the Fairmont Hotel Macdonald. The prizes for the second and third place winners will be provided by Davines hair care and Jane Redale skin care. The three finalists will also receive cash prizes, and their creations will be professionally photographed for promotional use.

WinterCity Edmonton aims to promote and transform the way we live, work, and play during the winter months. In doing so, Edmonton becomes a more inviting and vibrant place for residents, businesses, and visitors all year round.

For more information on Western Canada Fashion Week, including upcoming competitions and how you can participate, visit [westerncanadafashionweek.com](http://westerncanadafashionweek.com). For more information on WinterCity Edmonton, visit [edmonton.ca/wintercitystrategy](http://edmonton.ca/wintercitystrategy) or dial 311.

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