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## Let Your Fashion Flag Fly

Bryan-College Station, Texas – August 6, 2010 – This September 20-25, Bryan-College Station will get a taste of New York with Fashion Week BCS. Produced by local boutique firm, Engage Public Relations and Marketing, Fashion Week BCS is a weeklong showcase of art, fashion and music in Bryan-College Station.

With events daily throughout the week, Fashion Week BCS will feature local and regional clothing and accessory designers, boutiques, artists and more in over 10 fashion related events. A locally grown event, Fashion Week BCS's mission is not just about appreciating art, fashion and culture in the Brazos Valley, but about getting involved in the local community, and giving back to organizations that play a vital role in community development, safety and growth.

With beneficiary organizations that include Carpool, Habitat for Humanity and Brazos Valley Community Action Agency, Fashion Week BCS aims to garner and leverage community support for the arts into measurable results and monetary donation for these organizations.

Directed towards students, young professionals and patrons of the arts and the community, Fashion Week BCS is a multi-dimensional event. Free and open to the public, the events of Fashion Week BCS will feature traditional fashion shows, fall fashion previews, local designer presentations and more. Additionally, Fashion Week BCS will feature local musicians of a variety of genres in a CD 'Mix-tape' for sale in local retailers closer to the event whose proceeds will also go directly to benefiting the selected organizations; this music will also be used during the events.

Collaborating with local businesses, student organizations, non-profit organizations and generous individuals, Fashion Week BCS promises to engage the community to its fullest. Without their generous support, Fashion Week BCS would not be able to contribute to the selected beneficiary organizations.

For more information on Fashion Week BCS, check out the website, FashionWeekBCS.com, the Facebook Page at Facebook.com/FashionWeekBCS or follow @FashionWeekBCS on Twitter for up to the minute news.

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