



January 2019

Dear Friends:

We are pleased to announce the 3rd annual Catwalk for Kidneys, scheduled for Sunday April 14, 2019 at Double Tree Hotel, 1111 Jefferson Road, Rochester. We invite you to participate in this event by featuring your boutique's fashions as part of our show!

Chronic kidney disease is a major health problem, affecting 1 out of every 9 adults. Since 1972, the Northeast Kidney Foundation has provided services to patients and family members that help improve the quality of life and help manage the effects of this debilitating illness. This support includes grants for assistance with expenses related to medical, housing and nutrition needs, something that has become so much more important in the region. Your participation in this event will help ensure that the services that are so vitally needed can continue.

This event has a story to tell! Each of the models walking the catwalk has a connection to kidney disease or organ donation. They are patients, family members, and clinical and academic professionals, all taking to the Catwalk to help spread awareness and raise funds for community based programs. All funds raised from this event will stay in the local community and will be utilized to support patient assistance and community outreach programs.

We hope you will participate! Participating boutiques will be prominently featured as part of the event. Please note the following important information:

- We will have approximately 30 models, men, women and children. Each model will walk the Catwalk only once.
- Participating boutiques are entitled to a vendor booth at the event to display and sell your merchandise
- We ask that if the model purchases the clothes they are outfitted in, that you consider donating a portion of that sale to the Northeast Kidney Foundation
- Please indicate whether you will bring the clothes to the event on Catwalk day, or if you would like the models to pick up their clothes a few days beforehand.
- We ask that each participating boutique help us promote the event by displaying information, utilizing Facebook, and any other methods you utilize to reach your customer base.
- A consideration of an auction item would also be appreciated.

Participation will be limited to 8 boutiques – first come, first served. Please don't hesitate – reserve your spot today! For questions or additional information, please call 518-533-7880 or email info@healthykidneys.org Thank you again for your consideration. We look forward to seeing you.

Sincerely,

Northeast Kidney Foundation

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- Yes, our boutique will provide fashions for Catwalk for Kidneys to be held on April 14, 2019 in Rochester, NY
 - We will also provide an auction item
 - We will bring the outfit to on the day of the event
 - We would prefer that the models pick up the clothes a few days before the event
 - We will need a vendor table at the event

Boutique Name: _____

Contact Person: _____

Contact Phone: _____ Email: _____

Return to: Northeast Kidney Foundation, Fax 518-458-9690; email julia@healthykidneys.org. For more information call 585-993-3161