



**REGISTRATION/PHOTO RELEASE**  
**Catwalk for Kidneys**

Thank you for agreeing to be a model in our 2021 Rochester Catwalk for Kidneys Fashion Show, on Sunday, May 23<sup>rd</sup> from 10am-2pm at OFC Creations Theatre Center presented by Rochester Woman Online! This event raises funds to support patient and community programs and organ donation initiatives. We thank you for your commitment to supporting patients throughout our region.

We are also excited to announce that several fantastic designers and boutiques will be outfitting our models! More details to come, along with designers model selections. We will forward the information to you as it becomes available.

As a model in our Catwalk for Kidneys, you are making a commitment to raise awareness of chronic kidney disease and the great need for organ donation. You will also be raising funds for vital patient and community programs that make an impact right here at home. Whether you are a community member, patient, family member, clinical or academic touching the lives of the one out of every three in our community affected by kidney disease, we thank you for your support of this very important fundraising event.

Models in Catwalk for Kidneys are asked to raise a minimum of \$250. If you are walking on the Catwalk as a pair, you are asked to raise \$250. However, you will have the chance to choose a fundraising level associated with the work that we do, ensuring your fundraising efforts have the impact you want them to. While there are stated minimums, the more that is raised the more it will benefit patients in our region. You can approach your fundraising goal in many ways: (1) You can recruit a team of fundraisers to help you achieve the goal (2) You can raise funds online and accept pledges; or (3) You can secure a corporate sponsor that wants to support you in your efforts. Whatever method you choose, we are here to support you every step of the way!

PLUS, this year we will be adding a fundraising challenge! Here is how it works...

- The person who raises the most before May 15<sup>th</sup>, 2021 will win the GRAND PRIZE \$2500 Makeover package which includes: hair, makeup, photoshoot, clothing & stylist, accessories, a feature in Rochester Woman Online magazine and more. We will announce the winner on stage at the fashion show.
- We will be giving away 5 more prizes for 1<sup>st</sup> place, 2<sup>nd</sup> place, 3<sup>rd</sup> place, 4<sup>th</sup> place and 5<sup>th</sup> place levels. Value starting at \$1000 and including everything from beauty services to accessories, gift baskets and more!
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As a model, we will be photographing and videotaping your participation in our show. We will also be doing behind the scenes video and promotions along with LIVE feeds on social media. We will also be building a profile for you on our website so we ask that you provide a brief bio to us as well as a photograph that you would like to use in promotional material. Your bio should be a few sentences on why you are participating in Catwalk for Kidneys – whether you are a community member wanting to make a difference, or if you are affected somehow by kidney disease or organ donation.

We will also seek your assistance in promoting the event out to your friends, family and co-workers, because we know they will all want to come out and support your efforts! You will be able to share information via social media, through email and regular mail! Catwalk for Kidneys is a special event and we know you will enjoy being a part of it!

All you need to get started is to complete and submit the attached information along with a photo. Thank you again for your interest in Catwalk for Kidneys!



**MODEL REGISTRATION/PHOTO RELEASE**  
**Catwalk for Kidneys**

Model Name(s) \_\_\_\_\_

(If walking as a pair, please provide information for both models)

Age(s): \_\_\_\_\_ Gender: \_\_\_\_\_

Model Size: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

My/our fundraising goal will be:

- \$250 – general fundraising for where the need is the greatest
- \$500 – will provide two cases of nutritional supplement to five patients
- \$750 – will provide six months of transportation subsidies to two patients
- \$1000 – which funds a Kidneys in the Classroom program for a school of 400 children
- \$1500 – which funds a scholarship for a young adult affected by kidney disease
- \$2500 – which funds a clinical education program for local healthcare clinicians
- \$5000 – which funds a free kidney screening for 100 people that are at risk for kidney disease
- A customized amount between \$1000 and \$5000. We will work with you in selecting the program you want to support!  
Your goal is: \_\_\_\_\_
- We are walking as a duo and as such will add \$250 to our fundraising goal

**Fundraising is required in order to be a model in Catwalk for Kidneys. If a selection is not made above, NeKF staff will contact you to discuss fundraising.** *While you are setting your own goal, the more you raise the more you will be making an impact. We will also have a prize for the top three fundraisers!*

I will meet my fundraising goal by:

- Online fundraising/by collecting pledges
- By team fundraising – gathering a group of people that will help me with online fundraising and collecting pledges (we will contact you to go over your team information with you)
- By securing a corporate sponsor – all sponsors will receive recognition (see sponsorship form for information)

Tell us a little about yourself and why you are participating. Don't be shy! Tell us about your work, your community involvement and why you are passionate about Catwalk for Kidneys!

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I hereby authorize The Northeast Kidney Foundation to publish the photographs/video taken of me and or/the undersigned minor children, and our names, for use on The Northeast Kidney Foundation's facebook page, website, printed publications and for use in conjunction with The Northeast Kidney Foundation's promotion of future events. I release The Northeast Kidney Foundation from any expectation of confidentiality for the undersigned minor children and myself and attest that I am the parent or legal guardian of the children listed below and that I have the authority to authorize The Northeast Kidney Foundation to use their photographs and names. I acknowledge that since participation in publications and websites produced by The Northeast Kidney Foundation is voluntary, neither the minor children nor I will receive financial compensation. I further agree that participation in any publication and website produced by The Northeast Kidney Foundation confers no rights of ownership whatsoever. I release The Northeast Kidney Foundation, its Board of Directors, its contractors and its employees from liability for any claims by me or any third party in connection with my participation or the participation of the undersigned minor children.

Signature: \_\_\_\_\_  
(model or authorized guardian if under 18)

Return to: Northeast Kidney Foundation, 95 Allens Creek Road, Building 1, Suite 323, Rochester, NY 14618; 800-999-9697; fax to 518-458-9690 or email [info@healthykidneys.org](mailto:info@healthykidneys.org)