

April 8, 2010



## ATTENTION Aspiring Fashion Designers!

WSZIO



Westchester Square-Zerega Improvement, Inc., NYC Department of Parks and Recreation Owen Dolen Recreation Center, Bronx Council on the Arts (BCA), and the Association of Merchants and Professionals of Westchester Square

presents

## Little Fashion Week Contest

**What:** Kids aged 7-10 years design, create, and display fashions for their 11-12 inch fashion dolls (male or female) and construct a related display background (like a diorama) with props (optional) that tell a story. Originality is what matters. Creative use of fabrics, design, bling, props, "set" design with photos, painting, drawing, etc. Be creative!

**Materials:** For costume, anything, but clothes cannot be just bought or absent (exception for accessories shoes and boots can be purchased)

**Display:** Cardboard, wood, plastic boxes or displays. Background decoration can be photos, drawing, painting, collage. Props can be added (tree, animals, boats, etc).

**Registration:** Bring your creation to Owen Dolen Recreation Center 2551 Westchester Square on April 17, 2 PM, Saturday, for registration. Displays will be on view at Owen Dolen Center between registration and the final contest 1 week later.

- All Contestants should bring a short biography of themselves, including their name, age, what school they attend, and the story behind the setting and design of their display and doll costume.
- All contestants will get to walk the runway with their doll and show off their fashion creation at the final judging.

**Final judging April 24, 3 PM, Saturday, by judges from BCA**

**There will be 1st, 2nd, and 3rd main prizes (\$150, \$100, \$50 money orders) and all contestants will get honorable mention medals and money-saving coupons and prizes from local participating merchants.**

**All winning entries will be on display in a local store window for 1 week, will be displayed at BCA's Fair@The Square event on May 15, and will be photographed for the Bronx Times Reporter, with special write-ups for the grand prize winners.**

### Be Creative!

**Many thanks to our sponsors:**

NY State Senator Jeff Klein, NYC Councilman James Vacca, and NY State Assemblyman Michael Benedetto, and our merchant sponsors

**Questions? Call 718-824-6806 or e-mail at [WSZIO@aol.com](mailto:WSZIO@aol.com)**

Your Concern Is Our Concern