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“The Reality of FASHION The Reality of AIDS” Reality Star Fashion Show To Benefit AIDS United Announces Celebrity Line Up

New York, NY (December 20th,2012) -“The Reality of FASHION The Reality of AIDS”,(<http://www.realityontherunway.com>), announced today their exciting reality star line up slotted to walk the runway on Saturday, February 9th 2013. The formal attire, red carpet event will take place at the Altman Building in New York City located at 135 west 18th Street, New York, NY 10001 with doors opening at 7:00pm. The featured designer for the evening will be Dominique Auxilly. A well-known NYC based designer who has dressed celebrity names such as Nicki Minaj, Adrienne Bailon, Coco, and Tamar Braxton. Known to pull inspiration from all aspects of life, Auxilly’s pieces most often reflect her love for old Hollywood, her obsession with architectural structures and her Jamaican roots. These elements and influences come together to create a label like no other. Created and produced by Beautiful Planning Marketing & PR (BPMPR), the first-of-it's-kind philanthropic event has a fundraising goal of \$300,000 for the evening to benefit this year’s charity of choice, AIDS United.

The participating star lineup includes reality stars and celebrities that have appeared on reality shows such as Lil Kim of Dancing with the Stars and The Pussycat Dolls Present Girlicious, Draya Michele, Janice Dickinson, Brittany Brower, Keenyah Hill, Ramona Rizzo, Alex McCord, Adrienne Bailon, Aviva Drescher , Ramona Singer, Alex Mccord, Tiffany “New York” Pollard, Michelle Money, Courtney Robertson, Tracy DiMarco, Jessica Romano, Briella Calafore , Nikki Rae Walker and many more. The show will showcase anywhere from 20-30 reality stars gracing the runway in couture pieces that will be auctioned off two weeks following the show to also benefit AIDS United.

“We are excited to work with each one of these stars and the additional names will grace the runway. With their help and the publics, we can raise

funds that are much needed to assist in ending the AIDS Epidemic.” States Beautiful Planning Marketing & PR (BPMPR) CEO Monique Tatum.

Tickets to attend the celebrity fashion fundraiser range from \$450 for standing room, \$800 for Priority Seating, to \$1200 for VIP first and second row access with swag bags. Patron donations of \$2500 or more receive priority row seating and VIP options such as backstage celebrity meet and greet access.

Purchasers may use code **HOLIDAY70** Between December 20th 2012 and January 5th 2013 for 70% off of Standing Room or Priority Seating tickets.

Sponsors for the event include AIRWORKS Compressors Corp, Dre Productions, Hatch Creative Studio, Cherwin and Cherwin Auctioneers, Pulsd, and Beautiful Planning Marketing & PR. Sponsorship opportunities and Patron donations are still open and welcome. Television rights are currently still available and open to networks for televised broadcast access of the show.

To purchase tickets, sponsor or additional information on “The Reality of FASHION The Reality of AIDS” please visit <http://www.realityontherunway.com> , email info@beautifulplanning.com, or call 877.841.7244. Follow the event on twitter @RealityRunwayNY or on Facebook at <https://www.facebook.com/TheRealityofFASHIONTheRealityofAIDS> .

About Beautiful Planning Marketing & PR

The Reality of FASHION The Reality of AIDS is an event exclusive to Beautiful Planning Marketing & PR (BPMPR). The firm has established a strong name within the fashion, celebrity and entertainment industry. Previous events for the firm includes Nina Skarra Mercedes Benz Fashion Week at Lincoln Center, EMERGE! - A fashion runway event for emerging designers, Fighting Leukemia with Fashion to benefit LLS and more. For more information visit <http://www.bpm-pr.com>.

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