



For Immediate Release

**Simply the Best for Barbara McKay and Charlotte NC
Fashion Week 2009**

June 20, 2009

Charlotte, NC. Barbara McKay of Charlotte's "Simply the Best" Magazine and local television show, signs on as special guest emcee for Charlotte North Carolina Fashion Week (CNCFW) September 10-12 at the Mint Museum of Art.

Barbara's show, which airs on Saturdays on WSOCTV Channel 9, Charlotte provides raving reviews of the most exciting and absolutely best places to go in Charlotte for looking your best. Ms. McKay joins the ranks of fashion enthusiasts who see CNCFW as an amazing opportunity for Charlotte's fashion and entertainment industries. "I am honored to participate in CNCFW and am dedicated to making this a very special event in Charlotte." States McKay.

In addition to being a unique opportunity for talented fashion designers, CNCFW promises to attract the participation of some of the most creative makeup artists, trend setting hair stylists, stunning runway models and prestigious companies.

Already set to grace the runway this year: returning designers Luis Carlos Machicao of Machiçao Couture, Kimberly Pixton of Pixton Bridal Couture and Shinikki Peterson of Lujeanik Designs. This year CNCFW will feature two European designers from Sarajevo, Alen Kekic, Amela Rodan and Slavica Aleksijev who will join the line up of talent showing their collections on the runway.

CNCFW Director, Anthony Simons is extremely pleased with the showing of support from contributing businesses. "The customer base and brand identification of our sponsors convey the ideal image desired to enable us to enhance this exciting multi-day event." Among those companies participating this year include; MAC cosmetics, Varji Varji salon and spa providing hair styling, and Scott Jaguar as the official car sponsor. Fox News Charlotte, Elevate Lifestyle Magazine, Sotac Magazine, and Plitzs Lifestyle Magazine will provide Media coverage.

This year organizers are very excited about hosting the second annual event at the Mint Museum. The rich history, character and significant role the museum plays in the world of art and fashion lends to an exceptional partnership.

This is a positive event for Charlotte, generating revenue for local business and creating internships for students studying in the fields of fashion marketing, public relations, and fashion merchandising. CNCFW is the only professionally produced multi-day event in Charlotte where designers can show their collections on a modest budget. Travelers to Charlotte will have a cultured and thrilling activity to attend and fashion buyers will have fresh new choices.

For more information on becoming a sponsor email info@Charlottencfashionweek.com or call 888-644-9230

Tickets now available online at www.Charlottencfashionweek.com

Designers, boutiques and media inquiries contact Jas Dodd at jas@Charlottencfashionweek.com or call 347-564-0206