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FOR IMMEDIATE RELEASE

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MADISON – Madison Reading Project is thrilled to announce READ(y) to Wear, Madison's most memorable fundraiser supporting local literacy, takes the stage Wednesday, June 14, at The Sylvee.

The annual paper dress/fashion design competition honors this year's theme, "Paper Masquerade" (think Venetian Masquerade Ball). Design teams of students, businesses, artists, and local nonprofits will create and strut their paper fashions under The Sylvee spotlights, with a nod to the reality tv show "*Project Runway*." Expect original designs incorporating all kinds of paper materials.

The sixth annual fundraiser in disguise features a strolling Venetian court jester, DJ Four7 Travis Beckum providing the ultimate jam experience, tons of silent auction items to bid on, plus a build-a-mask craft station. More than 20 teams will take to the runway with fans enthusiastically cheering as they lobby for votes by the celebrity judges for their favorites and best-in-show bragging rights.

Man about town Jason Ilstrup, president of Downtown Madison Inc., and nationally honored drag queen Bianca Lynn Breeze join Madison Reading Project's executive director Rowan Childs as emcees and spirited sideline fashion commentators.

Welcome our celebrity judge panel of artists, designers, and fashion-forward community leaders from Madison and Milwaukee: Brema Brema, Julie VonDerVellen, Darrell "DJ" Lynn Hines II, Sarah Weh, Jeff Mack, plus UW women's basketball coach Marisa Moseley.

"*READ(y) to Wear* is certainly a memorable, one-of-a-kind fundraising event," says Rowan Childs. "This is our biggest design class ever, with over 20 teams. You'll be wowed and dazzled. Come ready to expect the unexpected! Funds raised will allow us

to continue to provide another 100,000 free, high-quality books to kids in the Dane County area.”

Madison Reading Project engages with over 215 area partners, connecting the community with free books and literacy resources to ignite a love for reading and affirm and reflect the diversity of young readers.

READ(y) to Wear tickets sell quickly with limited quantities. Order via Ticketmaster, at The Sylvee box office, or at the door. General admission ticket \$75. Doors open at 6:30 p.m. <https://www.ticketmaster.com/event/07005E7ED4472830>

Get ready to strike a pose for literacy!

More info: www.madisonreadingproject.com/readytowear2023



Paper Inspired Fashion Show & Fundraiser
JUNE 14th, 2023 @ The Sylvee