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Press Release

FOR IMMEDIATE RELEASE

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ONEOFAKIND BATON ROUGE FASHION WEEK MODEL SEARCH

BATON ROUGE, La. — Oneofakind Baton Rouge Fashion Week (OBRFW) announces the model search for the 2014 fashion festivities. Males and females of all ages and sizes are welcome.

The OBRFW Model Search will be held Friday, January 10, 2014 from 5 p.m. to 8 p.m. and Saturday, January 11, 2014 from 2 p.m. to 5 p.m. at Capitol Park Museum, located at 660 North Fourth St., Baton Rouge, La. 70802. The model application can be found at batonrougefashionweek.com.

Models need to arrive wearing a plain white t-shirt or tank top, jeans, no make-up, and no accessories. Ladies bring heels. Experience isn't required. Models that are selected for OBRFW will walk in fashion shows February 10 to 15, 2014 and have the chance to compete to be "Model of the Year." This award results in a modeling contract and cash prize. The winner will be announced after OBRFW 2014.

"The Oneofakind Baton Rouge Fashion Week team and I are ecstatic to see and work with some very talented models," says Brandon D. Campbell, OBRFW's founder & executive producer. "We anticipate models from all over Louisiana, Texas, Arkansas, Mississippi and Missouri to travel to Baton Rouge for a chance at making history by being featured in this first time annual experience. We've been getting an overwhelming positive response from models."

OBRFW is the perfect avenue for new and emerging designers, models, and artists to connect with the correct people to establish and grow their brands. The goal of OBRFW is to bring people and communities together in various ways, and promote designers and artists. Also, it will increase awareness and encourage economic growth and development in the Baton Rouge metro area.

OBRFW 2014 is partnered with Visit Baton Rouge and is sponsored by Oneofakind Talent and Capital Park Museum (a Louisiana State Museum). A portion of the proceeds raised will benefit the Louisiana Museum Foundation.

Businesses that are interested in becoming a sponsor or vendor send an e-mail to joinus@batonrougefashionweek.com for additional details. For more information on the OBRFW Model Search or for media interview requests please contact Julie Rapp, lead public relations coordinator, at (281) 795-8449 or via email at pr@batonrougefashionweek.com.