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HAVE FUN WHILE HELPING OTHERS.

S E R V I C E C I T I Z E N S H I P F E L L O W S H I P

## Media Release

June 2015

### TEEN DESIGNS ON FASHION AGENDA

The call is out for budding young designers to grab their needle and thread and get creative as Mackay prepares for the Apex Australia Teenage Fashion Awards (AATFA).

School students are being encouraged to throw their winning designs into the ring for the Awards with judging for the Mackay Region taking place at Mackay PCYC on Saturday 29<sup>th</sup> August from 2pm till 4pm.

Last year's Awards event attracted 600 plus entrants across Australia but organisers are expecting a better response this year after expanding the program to incorporate heats in regional areas across all states.

AATFA provides secondary school students with the opportunity to design, manufacture and model their own fashion garments for the categories of Casual Wear, Formal Wear, Wearable Art and Society & Environment.

Mackay Apex Club Service Director Sally Howard said the Apex Australia Teenage Fashion Awards provided young fashion students with a great opportunity to hone their design skills and showcase their talents.

"Mackay has long been a breeding ground for passionate fashionistas, so it is the perfect fit for this fantastic event to be held at the PCYC, Mackay's hub of youth activity," Ms Howard said.

"It would be fantastic to see some of the amazing talents contending for the Regional Final go on to the state and national finals to show the rest of Australia what we already know – that Mackay is home to some of Australia's most talented up-and-coming designers."

The first and second placegetters in each category will earn a spot in the state finals at Apex Camp Mudjimba on 5/6<sup>th</sup> September with state final placegetters securing entry, flights and accommodation into the prestigious AATFA National Final to be held at the Melbourne Campus of Whitehouse Institute of Design in October with first place winners receiving a Bernina sewing machine.

Entries for the Mackay Region Final will close on 24<sup>th</sup> August.

To enter contact event coordinator Jeff Hardie: 4942 2705, email: [aatfa@live.com.au](mailto:aatfa@live.com.au) or log onto [www.aatfa.org.au](http://www.aatfa.org.au). The cost is \$40 per 1<sup>st</sup> entry with subsequent entries \$20 each.

