

KANSAS CITY
CELEBRATES
**FASHION'S
NIGHT
OUT**

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**ZONA ROSA CREATES SHOPPING EXTRAVAGAZA
IN HONOR OF KANSAS CITY'S FIRST FASHION'S NIGHT OUT**
Steven Cojocarú will select one lucky Kansas Citian for a \$2,500 shopping makeover

KANSAS CITY, MO. – Zona Rosa will showcase international fashion critic Steven “Cojo” Cojocarú at its Fashion’s Night Out event on September 8 along with many store and restaurant promotions and celebrations to honor the first-time event in Kansas City designed to celebrate fashion.

At 7 p.m. at Zona Rosa’s Town Square, Cojo will use his keen fashion critic skills to select one lucky Kansas Citian to receive a \$2,500 fashion makeover complete with hair, makeup and clothing from Zona Rosa stores and salons. To compete to win the complete transformation, residents are encouraged to wear colorful t-shirts, make signs or banners and draw attention to themselves or someone they’d like to nominate for the honor.

“Zona Rosa is excited to host a variety of Fashion’s Night Out events this year, and we’re especially thrilled to have a celebrity here to help us debut this amazing celebration of all things fashion,” said Rosemary Salerno, general manager of Zona Rosa. “As a well-known fashion expert, Steven Cojocarú will bring fun and flare to our event.”

Fashion’s Night Out was originally created in 2009 as a collaboration between American Vogue, the Council of Fashion Designers of America, NYC & Company, and the City of New York to gain excitement for shopping and restore consumer confidence. This year, Fashion’s Night Out will debut in Kansas City bringing together events at shopping districts from throughout the city.

Kansas City will be participating along with Milan, Atlanta and Los Angeles and many other cities throughout the world in a simultaneous Fashion’s Night Out celebration Thursday, September 8. Locally, the night will include special promotions in stores, live music, fashion shows, live models, celebrities, makeovers, food and drink sampling and more. Kansas City’s Mayor Sly James also has officially proclaimed September 8 the date of Kansas City’s celebration of Fashion’s Night Out. For more information about the event, please visit www.fashionsnightoutkc.com or www.zonarosa.com.

Steven Cojocarú is a Canadian fashion critic who started as a magazine columnist and eventually began working on American television shows as a commentator and celebrity interviewer. He was *People Magazine’s* West Coast fashion editor, and has written two autobiographies, *Red Carpet Diaries: Confessions of a Glamour Boy* (2003) and *Glamour, Interrupted* (2008). In 2003, he joined the cast of *Entertainment Tonight*, providing coverage of celebrity fashion. He was the style correspondent for the *Today* show from 2000 to 2005; he has also worked at E! and *Access Hollywood*.

In addition to the makeover giveaway, Fashion's Night Out Zona Rosa guests can:

- Register to win one of 12 pairs of designer shoes, compliments of Dillard's.
- Purchase exclusive Fashion's Night Out shirts, tote bags and hats available only at Zona Rosa.
- Enjoy live musical entertainment at Town Square with a nationally-known Elton John Tribute Show starting at 6 p.m.
- Catch a break from shopping with a funky mix of tunes spun by a DJ in the Dillard's district.
- Help local charity SAVE, Inc. and enjoy a Fashion's Night Out VIP event. VIP tickets cost \$35 and all proceeds benefit SAVE, Inc., a charity providing a home for those in Kansas City living with or at risk for HIV/AIDS. The event is from 5 to 7 p.m. at BRAVO! Cucina Italiana at Zona Rosa and includes complimentary hors d' oeuvres, a Zona Rosa Swag Bag, private meet and greet with Steven Cojocarú and a chance to win one of two \$250 Zona Rosa gift certificates. Purchase tickets at 816-531-8340 or at www.saveinckc.org.
- Check out www.zonarosa.com to see the many promotions and special one-night offers from Zona Rosa stores and restaurants including special hours until 10 p.m.

Zona Rosa is a mixed-use urban town center located at the northwest corner of I-29 and Barry Road in Kansas City, Mo. For more information, please visit www.zonarosa.com or call 816-587-8180.

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