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FOR IMMEDIATE RELEASE

The Red Pump Project hosts The 5th Annual Red Pump/Red Tie Affair presented by JSW Media Group
Celebrating Life and Commemorating World AIDS Day 2013

Charlotte, NC—November 22, 2013—What is known as the Queen City’s most stylish cocktail party of the season celebrates five years of fashionable philanthropy in commemoration of World AIDS Day. **The 5th Annual Red Pump/Red Tie Affair** will be held at the Hart Witzten Gallery (136 E 36th Street) in NoDa, Charlotte’s historic arts district on Saturday, December 7 from 7:00 p.m. until 10:00 p.m. **The Red Pump Project-Charlotte** in association with presenting sponsor **JSW Media Group** has an extraordinary evening of education, entertainment and empowerment planned.

The Red Pump/Red Tie Affair is a signature event for **The Red Pump Project** and helps further its mission to raise awareness about the impact of HIV/AIDS on women and girls, ensuring that women are empowered with accurate knowledge about HIV/AIDS and the issues surrounding it. Proceeds from the 2013 Red Pump/Red Tie Affair will go toward Red Pump programs benefitting individuals here in Charlotte as well as nationally. One of the special features of the evening is an awards ceremony to honor a female community leader who has dedicated her time and energy to fighting the battle against AIDS. Each year **The Red Pump Award** is given to a woman who personifies what **The Red Pump Project** is all about—delivering education and promoting awareness.

Idea connector and fashion professional **Mike Watson** and media personality, creator of STYLE Week Charlotte and Publisher of Charlotte and Carolina STYLE Magazines **Brie W** will co-host this year’s affair. Guests will enjoy a true red carpet experience complete with tunes by **DJ Royale**, tasty sweets from **Snickerdoodle’s Cakes**, special performances and a fashion presentation featuring the collections of **Bill Evans**, **Kevin Vain**, **T’Shanell Designs**, **Flow by Tara Davis** and **Saks Fifth Avenue Off 5th** with accessories provided by **Accessory Gardin**. The Red Pump styling team includes lead stylist **Kyle Murray**, **Davita Galloway of dupp&swat** and **Joel “Mr. Baang.”** Other members of the fashion production team include TV personality and professional runway model **Jennifer Michelle** who will act as model coach and coordinator along with professional makeup artist **Gregory Lawrence** who will serve as beauty director. Attendees will also have the opportunity to do some early holiday shopping in a silent auction, where **one hundred percent** of the proceeds go toward charity. This is what makes **The Red Pump/Red Tie Affair** Charlotte’s most anticipated events each December. Guests can expect surprises, special guests and incredible fun—all while giving back, celebrating life and supporting a great (and necessary) cause.

The Red Pump/Red Tie Affair is sponsored by **JSW Media Group**, **Charlotte STYLE Magazine**, **dupp&swat**, **Metro Proponent Newspaper**, **The UPS Store (#1247)**, **Blach Collar Ent.**, **Media Arts Collective** and **Good Eye Video Production**.

General Admission tickets are **\$35.00** per person. **Red pumps** and **red ties** are strongly encouraged. Remember, **“Awareness is Always In Style.”**™ Tickets are available online at <http://2013redpumpredtieaffair.eventbrite.com>.

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About The Red Pump Project®

The Red Pump Project® is a nonprofit organization that raises awareness about the impact of HIV/AIDS on women and girls. We empower, educate, and motivate action by boldly driving conversation online and offline around HIV prevention and issues related to sexual and reproductive health. We use the Red Pump as a symbol of empowerment to represent the strength and courage of women affected by HIV/AIDS. Founded in March 2009 by Luvvie Ajayi and Karyn Watkins, Red Pump believes that if HIV affects one, it affects us all. The incorporation of fashion into the message of HIV prevention is our contribution as we hope to show that Awareness is Always in Style! www.redpump.org.