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**FOR IMMEDIATE RELEASE**

**ESCADA TO BE FEATURED DESIGNER FOR SPRING 'RUNWAY LIGHTS FASHION SHOW' BENEFITING VARIETY THE CHILDREN'S CHARITY OF ST. LOUIS**

***Produced in Conjunction with Neiman Marcus, Event to be Held Saturday, April 30, 2011***

ST. LOUIS (November 22, 2010) – European fashion house ESCADA will bring its runway show to St. Louis on Saturday, April 30, 2011, as the featured designer for the annual Runway Lights Fashion Show, benefiting Variety the Children's Charity of St. Louis.

The event, presented by American Airlines and hosted by Variety Women, is produced in conjunction with Neiman Marcus. Tickets will be available for purchase in early 2011 and all funds raised will benefit Variety the Children's Charity to directly fund programs and vital medical equipment for St. Louis children with disabilities.

With Thelma Steward serving as Honorary Chairwoman, additional highlights will include live musical entertainment, an on-site Variety boutique and lunch in the Khorassan Ballroom of the Chase Park Plaza.

The event helps kick off Variety Week, the organization's pillar fundraising campaign taking place Saturday, April 30 – Saturday, May 7, 2011.

**About Variety the Children's Charity of St. Louis**

For more than 75 years, **Variety the Children's Charity of St. Louis** has helped thousands of children with disabilities say "I can" by providing them with vital medical equipment, as well as educational, therapeutic and recreational programs such as the annual Variety Adventure Camp and Children's Theatre. An international leader in fundraising, Variety the Children's Charity also distributes grants to more than 80 qualified agencies throughout the St. Louis area to fund programs and/or services that directly impact the lives of children with physical and mental disabilities. For more information on Variety, including upcoming events and volunteer opportunities, visit [www.varietystl.org](http://www.varietystl.org).

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