

FOR IMMEDIATE RELEASE

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## **Color Comes Alive on the Fashion Runway at Spring 2015 Canvas of Style Runway Show at The Bellevue Collection**

**BELLEVUE, Wash. (February 24, 2015)** – Tickets are on sale now for the Spring 2015 Canvas of Style Runway Show at The Bellevue Collection, April 25 at 9:00 a.m. in Center Court, Bellevue Square.

Art inspired colors dot the runway with this first look at the season's must-have spring trends at The Bellevue Collection's exclusive before-hours runway show at Bellevue Square. Adding to the festivities, ticket holders can enjoy chic breakfast bites upon arrival followed by an insider runway show featuring all the essential looks for spring. Leave the show a style muse with a one-of-a-kind swag bag and a \$10 Bellevue Collection Gift Certificate.



Tickets are \$35 with 100% of ticket sales to benefit the *BE a Smart Girl* program of the Boys & Girls Clubs of Bellevue, courtesy of The Bellevue Collection. *BE a Smart Girl* is a comprehensive programming strategy for female members that addresses three program areas: academic success, leadership and health. Programs include: access to STEM (science, technology, engineering and math) curriculum through partners such as GIRLSTART; group discussions about positive choices and healthy relationships, targeted athletics just for girls, one-to-one academic tutoring, and mentoring with adult female role models and career exploration.

Also throughout the month, see the season's top trends on display at Bellevue Square in specially designed fashion frames. Handpicked by The Bellevue Collection's Fashion Blogger Belle's Vue, each frame features her picks for the season's go-to looks! *View Belle's blog at*

*bellevuecollection.com/bellesvue*. For more information and to purchase tickets visit *bellevuecollection.com/SpringFashion*. Seating is limited.

### **About Boys & Girls Clubs of Bellevue**

The Boys & Girls Clubs of Bellevue currently serve over 11,000 members and their families, providing a safe, fun place that encourages kids to choose healthy lifestyles, get involved with their communities and achieve academic success. By inspiring our youth to make constructive life choices, we strive to help them realize their full potential. Michele Heffron, Director of Development, [mheffron@bgcbellevue.org](mailto:mheffron@bgcbellevue.org), [www.bgcbellevue.org](http://www.bgcbellevue.org).

### **About The Bellevue Collection**

Located in the heart of Bellevue, Washington, The Bellevue Collection, owned by Kemper Development Company, includes Bellevue Square, a super-regional upscale shopping center, Bellevue Place, a mixed-use property featuring the Hyatt Regency Bellevue and small boutiques and Lincoln Square, anchored by Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue. This distinctive collection features 250 of the finest shops, 30 destination restaurants, a 16-screen premier cinema, 1,100 luxury hotel rooms and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is a shopping, dining and nightlife, and entertainment experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Streets in downtown Bellevue, just across Lake Washington from Seattle.

**@BelleCollection** (Bellevue Collection Twitter) · **@BellesVue** (Belle's Vue Twitter) ·  
**@BellevueCollection** (Bellevue Collection Instagram) · **facebook.com/bellevuecollection**  
(Bellevue Collection Facebook)

### **CAPTIONS:**

**Top Right:** Spring 2015 Canvas of Style Runway Show. Photo: Team Photogenic.

**Bottom Left:** Belle's Vue Spring Fashion Frames, April 7 – 26, located throughout Bellevue Square's first level. Photo: Red Fish Blue Fish Photography.