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**Project Young
Professionals
Network**

FOR IMMEDIATE RELEASE

CATOU AND NEW YORK BASED DESIGNERS USE FASHION TO LURE TOURISM TO AFRICA

“Fashion Show to Raise Money for a Group of Students Traveling to Arusha, Tanzania, Africa

NEW YORK, NY, April 16, 2008: Midwest designer Bemy Martin from *Catou*, along with other illustrious designers based in New York (Keneea Linton and Gaby from Argentina, Harriett Alter Ego from Nigeria, Joan Vacciana, Prince Kelly Couture from the US) and supporters will host a fashion show fundraiser on May 3rd 2008. The event will take place at **Moomia Lounge, 157 Lafayette Ave., NYC, at 7:30 pm**. Tickets for the show will cost \$25 and can be purchased in advance online at: www.catouwear.com

The idea of a fundraiser fashion show came to life when Bemy Martin, designer and CEO of *Catou* and members of *Africa Travel Association's Young Professionals Forum* discussing exploring the opportunity to utilize the fashion industry as a way to attract students, young professionals, as well as local businesses to help vivify the objectives and goals of the Young Professional Forum. The Africa Travel Association (ATA) is the premier global travel association promoting tourism to Africa and intra-Africa travel and partnership since 1975. The participants of the ATA's Young Professionals Forum have visited countries such as Djibouti, Egypt, Ethiopia, Ghana, Nigeria, Sierra Leone, and South Africa and support ATA's continuing efforts to promote tourism and economical development in the continent of Africa

“It's important to support this program, because it will create a life-lasting impression on the participants' career path, said Martin. It is a great occasion for Catou and other fashion designers to unite and impact not only the participant but also the people of Africa.

The student's will be going to Arusha, Tanzania in May, with the opportunity to network with the local professionals while bringing economical development via tourism to the African continent. By partnering with the

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Ministry of Natural Resources and Tourism of the United Republic of Tanzania, the Young Professional Forum hopes to create a web of networking with social and business entrepreneurs, while increasing their knowledge on African tourism. The group will also explore ways to encourage and build social and business partnerships between the professionals within the continent and abroad.

The fundraising proceeds will go towards travel accommodations and expenses for the participants of the Young Professionals Forum for ATA's 33rd Annual Congress in Arusha, Tanzania from May 19-23, 2008. "We are delighted to work along with the designers and other young professionals to bring light to Tanzania and eventually all of Africa," declares Johanne Brierre, a Tourism and Hospitality Management student at New York Institute of Technology (NYIT), active member of the ATA's Young Professionals Forum.

For more information about this event, please contact :

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About the Africa Travel Association (ATA)

ATA, a non-profit 501 (c) (6), is the premier global travel association promoting tourism to Africa and intra-Africa travel and partnership since 1975. ATA members include ministries of tourism and culture, national tourism boards, airlines, hoteliers, travel agents, tour operators, travel trade media, public relations firms, NGOs, and SME's. The organization is dedicated to bringing the world to Africa and Africa to the world.

For more information about Africa Travel Association (ATA) 33rd Annual Congress, to Arusha Tanzania please contact Nathalie Philippe at 1-212-447-1357 or nathalie@africatravelassociation.org.

Participating designers

Catou www.catoucouture.com

Gaby www.gabycouture.com

Harriett Alter Ego www.harrietsalteregoonline.storesecured.com

Keneea Linton www.keneeelinton.com

Joan Vacciana www.vaccianna.com

Prince Kelly Couture