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FOR IMMEDIATE RELEASE

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DiscarDisco: 'Rags To Riches' Non-Profit hosts 4th annual Trash Fashion Competition

The WasteShed hosts a unique fashion show competition highlighting the potential and beauty in 'trash' materials

What: DiscarDisco: A 'Trash' Fashion Show Competition Fundraiser

When: April 25th, 2023 6pm-10pm (18+)

Where: The Chicago Athletic Association's White City Ballroom 12 S. Michigan Ave, Chicago

Why: To raise funds for The WasteShed, a 501c3 nonprofit organization

Chicago, IL - The WasteShed, Chicago's reuse resource for sustainable art, crafts and teaching supplies, will be hosting their 4th major annual fundraising event: DiscarDisco. All proceeds from DiscarDisco support The WasteShed's highly-specialized work of providing creative materials to Chicago and Evanston's many teachers, crafters and artists.

DiscarDisco is a 'trash fashion' show competition and fundraiser. Contestants in DiscarDisco showcase the potential of 'waste' materials by designing and creating runway looks made entirely from post-consumer materials, or 'trash.'

Contestants entered this year's competition by purchasing a 'Designer Box' - a box of mystery up-cycled fabrics and notions curated from The WasteShed's donated materials. Contestants then publicly posted an unboxing video to social media with the hashtag #DiscarDisco2023 to officially enter to compete.

Final designs will be submitted by April 3rd to be reviewed by a panel of judges selected by The WasteShed. Of the 42 official entrants, only 20 contestants will walk in front of a panel of judges to compete for cash prizes. Contestants will compete for 1st, 2nd, and 3rd place for cash prizes. The show's audience will also select a 'people's choice' prize with a donate-to-vote poll open after the show airs to hundreds of The WasteShed's supporters.

A "sustainable sartorial soiree, a detritus dance party, and a conscientious community event." DiscarDisco will feature a live runway show, dancing, crafting, food, and a silent auction and raffle. The runway show will be simultaneously live-streamed and produced into a video special. An awards ceremony will be followed by a dance party and celebration.

DiscarDisco began in 2020 as a curated fashion showcase, just one month before the start of the covid19 pandemic, amidst the shut down it was reimagined as a digitally distant competition. Contestants 'walked the runway' at home and submitted videos for review. In 2022, the

fundraiser returned as a hybrid competition including a live show with a simultaneous live-stream and some digital entrants. This year the show will remain hybrid live and streaming, with a focus on local artists.

This year's venue is generously hosted by The Chicago Athletic Association in their illustrious White City Ballroom in downtown Chicago, a very different venue from last year's show which took place at The Beat Kitchen in Chicago. The DiscarDisco Planning Committee has aptly dubbed this year's theme "Rags to Riches!"

Tickets to attend DiscarDisco are now on sale through April 15th, 2023. General admission tickets (\$75) include food and a cash bar. VIP tickets (\$150) include a backstage lounge and drinks included. Tickets information and link for purchase can be found at thewasteshed.com/discardisco

The WasteShed hopes to raise over \$16,000 from this year's show. The org hopes to raise \$10,000 of that amount in crowd-funding and is currently seeking business and organization sponsors for the remaining \$6,000. Sponsorship applications will be reviewed through April 3rd.

About The WasteShed: Est. 2014 by Founder and Executive Director Eleanor Ray. The WasteShed provides Chicago with an affordable resource for repurposed arts, crafts and school materials. While sustainability is the ultimate goal, creative reuse emphasizes fun hands-on activities as points of entry into larger discussions about the things we own and the way we live.

Since opening, The WasteShed has processed over 110 tons of donated materials and supplied educators with thousands of dollars of free materials, totaling over \$10,000 in 2022. Teachers from over 260 schools in the Chicagoland area rely on the store for materials. The nonprofit expanded to a second location in Evanston, IL to meet demand.

To learn more about The WasteShed's mission and impact see thewasteshed.com/about

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