Fashion funds causes at Chippewa Valley, Dakota

Dakota students Katie Staffen and Ian Hobbs were among the students who modeled in the Rock the Runway fashion show at Dakota High School on Jan. 13. The event benefitted National Alliance on Mental Illness – Michigan. Photo courtesy of DAKOTA HIGH SCHOOL

By Nicole Tuttle , For The Macomb Daily

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Dakota student Jayla Howard was a model in the Dakota High School student government's Rock the Runway fashion show on Jan. 13. The event benefitted National Alliance on Mental Illness – Michigan. Photo courtesy of DAKOTA HIGH SCHOOL

Student passion for fashion can translate into cash for important causes, as both Dakota and Chippewa Valley High School organizations have found.

Chippewa Valley High School's Athletic Booster Club will host its 23rd annual Dinner and Fashion Show on Jan. 28 from 6 p.m. to 10 p.m. at The Mirage Elegant Banquets and Catering in Clinton Township.

Mary Kur, a coordinator for the show and a parent volunteer with the boosters, said proceeds from the event will benefit the Chippewa Valley High School Athletic Boosters to fund scholarships.

"We have many raffle baskets and also a raffle of gift cards and 50/50," Kur said.

Guests of honor at the fashion show will be Nichole Wouters, a teacher at the school who is fighting cancer, Kur said. The boosters will be accepting donations for Wouters at the event as well, according to Kur.

Models at the show are senior varsity athletes, or seniors who have participated in a varsity sport during their high school career, according to Kur. Fashions will be supplied by Wesner Tuxedo in Sterling Heights and Joani's Fashion Boutique in Shelby Township, Kur said.

A Rock the Runway fashion show hosted by Dakota High School's student government was held on Jan. 13 at 7 p.m. in the Macomb Township school's auditorium.

"Any students at Dakota High School are eligible to model. They just filled out an interest form by the due date and we selected as many models as we had available outfits. There is no cost to the student to model for the event," Dakota teacher and student government advisor Kelly Herberholz said.

Seventy-seven students modeled in the show, two student government participants served as models/hosts, and seven teachers from the school also served as models, according to Herberholz, who said eight stores sponsored clothing for the event, including the school's store Cougar Den, The Spoiled Girl, Wesner Tuxedo, Joani's Fashion Boutique and more. Paul Mitchell The School Michigan in Sterling Heights provided hair and makeup for the models.

Dakota High School's student government currently has about 75 students, Herberholz said.

"Student government members plan the event from beginning to end," Herberholz said. "Planning for the event began in October. Students worked in four different committees to plan different aspects of the event. They organized the student and staff models, found clothing stores that wanted to participate, asked local businesses for donations and advertised for the event."

On the date of the show, student government members were present to hand out programs, sell tickets at the door, organize models, prepare clothing and other duties, Herberholz added.

"We had a variety of prize baskets that were available. We had donations from over 35 local businesses. Attendees at the event could purchase tickets for an opportunity to win a prize," Herberholz said.

The student government has hosted a Rock the Runway fashion show for seven years according to Herberholz. This year ticket cost was a $5 donation.

"The show raises money for a different charity each year. This year all proceeds from the event will be donated to the MASC/MAHS State Charity of the Year, which is the National Alliance on Mental Illness – Michigan..." Herberholz said.

A total of $2,387 was raised for the cause this year according to Herberholz.

Tickets for the event can be obtained by contacting 586-242-0477 or 586-214-2506. Tickets are limited and cost $40 for a regular ticket, $25 for senior citizens age 62 and up, or $360 for a table of 10. Checks are payable to the Chippewa Valley High School Athletic Boosters. Tickets can be picked up on event night in the lobby of The Mirage along with a table assignment.