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## **FOR IMMEDIATE RELEASE**

### **The Riverwalk District celebrates the end of summer with Fall Fashion, and the very popular Reno Wine Walk.**

RENO, NEV. September 2, 2013 – The Riverwalk Merchants Association offers up a full day of entertainment this September as they host the ever so popular Reno Wine Walk and the first ever Roff Street Market Fall Fashion Fair, **Saturday, September 21 from 1 p.m. to 6 p.m.**

The representatives of the Riverwalk Merchants Association (RWMA), a membership only, not-for-profit organization is a group of over 55 businesses including restaurants and bars, theaters, entertainment and retail stores, focusing on revitalizing the downtown river corridor, through events coordinated with the City of Reno and other businesses downtown. The wine walk offers a safe and fun way to explore downtown Reno at your own pace and with the addition of the new Roff Street Market Fall Fashion Fair it will be a full day of activity for downtown Reno.

#### **Reno Wine Walk, Drink For a Cause!**

Enjoy a variety of wine samplings during a self-guided tour of over 25 neighboring businesses during Reno's original and still the best monthly wine walk. Since 2008 the Reno Wine Walk has helped raise over \$52,000 for local non-profits by donating a portion of the monthly wine walk proceeds to local charities. During the September wine walk a portion of the proceeds earned will be generously donated to Northern Nevada Hopes a non-profit community health center based in downtown Reno, Nevada that offers integrated medical care and support services.

The wine walk occurs the third Saturday of every month from 2 p.m. – 5 p.m. and includes a raffle at the end of the event for a chance to win over \$700 in prizes from participating businesses. Visit any participating Riverwalk District merchant on Wine Walk day and for a \$20 wine tasting fee and a valid photo I.D. you will receive a wine glass, wrist-band and a map of the locations pouring wine. You must be 21 or older to participate in the Wine Walk.

#### **Roff Street Market Fall Fashion Fair**

Look no further in your quest for the latest in fall fashion and styling trends; Outsiders Hair Salon has partnered up with a variety of local designers, food trucks and artists to provide a "Hot Picks" showcase of the season during a free community event.

Located in the Riverwalk District, this must-attend fashion fair will allow buyers to shop local designers, vendors and boutiques such as Onward Kitty, GRNR LVGS CO, The Nest, Never Ender, Studio C, La Terre Verte and Reno Collective. In addition to the great fall styles and accessories, beauticians will be

providing live platform hair and makeup demonstrations on the best DIY styling techniques so that attendees can achieve the same award-winning looks at home.

“We hope this event is one of many future street fairs in the Riverwalk that help introduce the community to Reno’s growing local *fashion and beauty* industry.” Says event organizer Nellie Davis and owner of Outsider’s Hair Studio.” We have a lot of tremendous talent in the Biggest Little City, and this is a great opportunity to showcase that.”

Throughout the day the event will be offering great food and refreshments by local food truck; Mellow Yellow, with the evening capping off with live music and a special charity auction to benefit “Cut It Out,” a program for salons against domestic abuse. This organization educates beauticians and stylists on how to recognize warning signs from clients in potential unhealthy situations and direct those clients to the right resources for help.

**This unique event is free to the community. To find out more information about the Roff Street Market Fall Fashion Show, email [nellie@outsidershair.com](mailto:nellie@outsidershair.com), or call 775-323-1548**

**For more information on events at the Reno Riverwalk District visit [www.renoriver.org](http://www.renoriver.org) or call 775-825-WALK (825-9255).**

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