

MODELINIA

MAY IS NATIONAL MODEL MONTH

*Modelinia.com announces month to honor contributions made by
the World's Most Photographed Girls*

Fashion Capital of the World, New York City (May 1st, 2009) – **Modelinia.com** announced today that May will now be recognized as **National Model Month**. This year, New York City will honor the women whose faces have graced countless covers, and whose legs have crossed countless catwalks but who do a lot more than provide tourists with a reason to admire the billboards in Times Square.

New York City is the fashion capital of the world, and the world's models help to keep the \$200 billion industry anchored to the city. From real estate and retail to nightlife and hospitality, models are a key component in the city's economy. Additionally, models who consider Manhattan home have a history of giving back to the community in a variety of charitable causes including **New Yorkers for Children, God's Love We Deliver, Free Arts NYC** and **The New York Restoration Project**.

"**National Model Month** is about celebrating the contributions of models that inspire whole sectors of economic activity. They are creative engines for fashion and beauty and are one of the most ethnically and nationally diverse groups of women in any industry. Models are some of the most socially conscious individuals, giving back in a myriad of ways that reflect the richness and variety of their backgrounds and experiences," says **Nadia Hosni**, Editorial Director of **Modelinia.com**.

National Model Month kicks off on May 1st with the Costume Institute's annual Metropolitan Museum of Art's Costume Institute Ball whose theme this year is , "*The Model as Muse: Embodying Fashion*". Nearly 100 of the world's top models will descend upon the city at the most prestigious fashion event of the year, including **Kate Moss, Gisele Bundchen, Naomi Campbell** and **Lauren Hutton**.

In line with **Mayor Michael Bloomberg's** call for volunteerism with NYC Service (www.nycservice.org) models will be out and about during **National Model Month** in their communities giving back. The citywide plans are open to mere mortals, so all New Yorkers have the opportunity to look good and do good!

To learn more about models on and off the runway and fashion pages and to see an interactive timeline of the history of modeling from the 1930's to the present go to <http://www.modelinia.com/timeline>

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