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For Immediate Release

PRESS RELEASE

**ANNOUNCING THE KUALA LUMPUR ALTA MODA ROYAL CHARITY GALA
IN PARTNERSHIP WITH MERCY MALAYSIA**

KUALA LUMPUR, 6 NOVEMBER 2017... In partnership with MERCY Malaysia, Kuala Lumpur Alta Moda, a leading fashion house from Italy will be organising the **Kuala Lumpur Alta Moda Royal Charity Gala on the 2nd December at The Royale Chulan, Kuala Lumpur**. The event promises an exciting night of glam and glitz, featuring a unique combination of heritage, high-fashion and humanitarian aid.

Over 500 friends, supporters, photographers, fashion lovers, celebrities are expected to attend the event, where the latest fashion from top designers such as Vivienne Westwood will be showcased on the runway. The gala event, themed Italian Night, will be accompanied by lively entertainment, cocktails and 3-course dinner.

The main partner for the Kuala Lumpur Alta Moda Royal Charity Gala will be Goodnews Fashion, an international company headquartered in Stabio, Switzerland, which provides consultancy and management of high-end clothing.

“We are excited to launch this and look forward to the show!” said Daniel Beltsos Director of Goodnews Fashion in South East Asia and the Middle East. “We will be showcasing Made in Italy brands, such as Dsquared2, Maison Martin Margiela, MM6, Just Cavalli and Marni. Not only that, we will be unveiling for the first time two up and rising brands, Bad Spirit and PG Enjoy, in Malaysia.”

Also present at the launch were Mr Dodi Mohamad, Producer of KL Alta Moda, who will who will be showcasing the Kelantan silver jewellery shoe collection at the royal gala. This is a community project involving selected silver artisans of Kelantan in partnership with the shoe artisans of Italy.

This project receives a grant from Yayasan Hasanah.

For more information or to book a table, please contact Azizah Mohd Nasir at 019-314 4622 or email: Azizah@mercy.org.my.

About MERCY Malaysia

MERCY Malaysia is a non-profit organisation focused on providing medical relief, sustainable health-related development and risk reduction activities for vulnerable communities in both crisis and non-crisis situations, both locally and internationally. MERCY Malaysia recognises the value of working with partners and volunteers as well as providing opportunities for individuals to serve with professionalism. We uphold the Code of Conduct for the International Red Cross and Red Crescent Movement and NGOs in Disaster Relief and hold ourselves accountable to our donors and beneficiaries. For more information, please proceed to www.mercy.org.my

How is MERCY Malaysia funded?

To ensure independence and impartiality, MERCY Malaysia relies on donations from the general public for financial support. A portion of our income is obtained from institutional donors, individual government grants and other international organizations, which are given on project basis. MERCY Malaysia spends 80% of its income to conduct relief operations and support.

Important Note to Media: Usage of Wordmark MERCY Malaysia

In order to avoid confusion with other organisation(s) that uses “Mercy” as the organisation’s name or part of the organisation’s name, please take note that in addressing the name of our organisation, the wordmark for MERCY Malaysia is with capitalised “MERCY”, followed by the word “Malaysia”. When describing the organisation, the term “MERCY Malaysia” must always be used in full, and should not be partially referred to as “MERCY”, or “Mercy”. Thank you for your cooperation.