

A FASHION REVOLUTION

MIAMI

Wynwood Drive-In Recap

OUR MISSION

Runway of Dreams Foundation is a non-profit organization that works toward a future of inclusion, acceptance and opportunity in the fashion industry for people with disabilities. Founded on the basis that clothing is a basic human need, the Foundation develops, delivers and supports programs and events that celebrate people's differences, break down stereotypes, highlight the need for mainstream adaptive apparel and showcase people with disabilities in fashion.

Our vision is that one day adaptive-wear will be as commonplace as petite or plus size and people of all abilities will have access to fashion that excites and empowers them.

"It was a defining moment for me when my son started caring about what he wears – like I do everyday – but realized his options were limited because of his leg braces and inability to manage buttons and zippers. As a fashion designer, I knew I could do something to solve his problem. As a mother, I also knew this problem was much bigger than just Oliver and me."

- Mindy Scheier, Founder and CEO





A FASHION REVOLUTION MIAMI

Runway of Dreams hosted a first-of-its-kind Adaptive Runway Show at the Carpool Cinema Wynwood in Miami FL, featuring over 40 models of all different disabilities, backgrounds and ethnicities wearing mainstream adaptive fashion from Kohls, Zappos Adaptive, Tommy Hilfiger Adaptive and Stride Rite.

Our live Runway Show took place on March 9th with a Global Virtual Premiere on March 11th, 2021. Click <u>here</u> to watch the Global Virtual Premiere.

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Zappos@ Adaptive









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TOMMY THILFIGER ADAPTIVE



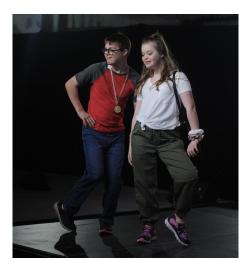






RUNWAY SPONSOR













TALENT

Joey Fatone, former *NSYNC member and current host of Common Knowledge and Impractical Jokers, hosted the event and introduced Runway of Dreams Founder and CEO Mindy Scheier. Joey's 11 year old daughter Kloey walked the runway in the finale with her father.



SOCIAL MEDIA

With the help of our models, talent, sponsors, leadership boards and college clubs, we ran a 100% organic social media campaign with no paid advertising which was an incredible success.

3.2 BILLION

Media impressions from 40 placements in the first 48 hours



7 DAY CHANGE

- **+178%** Page Reach (18k)
- **+160%** Engagements (3.7k)
- **+467%** New Page Likes (119)
- **+509%** Page Follows (128)
- **+273%** Page Views (739)



7 DAY CHANGE

- +86% Content Interactions (1.2k)
- **+33.5%** EPost Interactions (863)
- +48% Accounts Reached (5.5k)
 - +173% Impressions (43k)
 - + 190% Website Visits (213)
 - +69% Engagements



7 DAY CHANGE

- **+121%** Profile Visits (1.9k)
- **+44%** Impressions (6.2K)
- +48% Engagement Rate (2.7%)
 - +20% Link Clicks (46)
 - **+50%** Mentions (78)

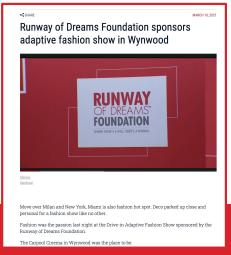


7 DAY CHANGE

- **+27%** Page Views (560)
- **+43%** Unique Visitors (240)
- +24% Custom Button Clicks (36)

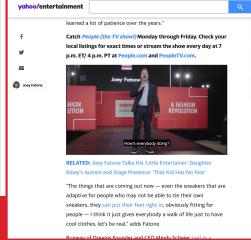
PR HITS + IMPRESSIONS

The event garnered over **3.2 Billion media impressions** from 40 placements in the first 48 hours and was featured in both national broadcasts and local TV coverage. Click here to view our key press coverage. For a full list, please contact us at press@runwayofdreams.org









IN-PERSON EVENT

The live event featured on-site rapid covid testing for all models, staff and crew; 40 socially distanced cars of spectators who enjoyed boxed meals, car snacks, DJ music and a classic car display before the main event - our Fashion Revolution Runway Show - Miami Style!









VIRTUAL SHOW

We had substantial participation and engagement at the live show and even more viewers after the fact!

GUEST CHAT COMMENTS:

SLAYYYY LADIESSSSSS

This is amazing!! I'm so excited!!

Best wishes to all! Congrats!

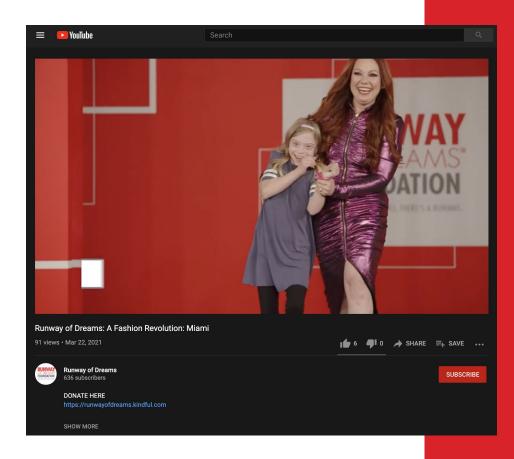
Hey everyone! Let's do this! You all ROCKED IT!!! 🤲

Sooo excited to see all the amazing models and brands! Thank you @Runway of Dreams!

So stoked for this!

So excited to watch!

Good luck everyone! What a special night! You're awesome Mindy! xoxo!

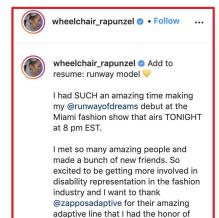


Over 4,000 views in 20 hours

Almost 6,000 views to date as of 3/22

THE IMPACT

Read some of the moving testimonials from our amazing models about this experience and how being included in mainstream fashion has impacted their lives.



modeling on the runway.





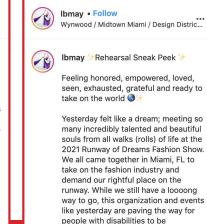
"look" adaptive but function adaptively

- THAT is inclusion.



pauuzzo • Follow

Paper Kings • Fire on Up



represented and respected within the

fashion industry. I cannot emphasize



madisonavabishop1 • Follow

Thank you, Mindy and Runway of

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THANK YOU

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