

MEDIA ALERT:
For Immediate Release

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'THE BROWN GIRL FILES' STYLE TAKEOVER

Joan Erakit to Host Frank151 "Art + Style" Benefit and Cover MNfashion Week 2011

(Minneapolis, MN) **Joan Erakit** style writer and brains behind **The Brown Girl Files** will host "Art + Style." The Frank151 Minneapolis Lumberjacks event during MNfashion Week will benefit the Minneapolis Home for Children. Erakit explains the inspiration for the event, "It's always been important for me to incorporate art and style whenever possible. The main purpose of the night is to collect as many toys as possible. This amazing benefit is happening because of the generosity of the artists who are donating art pieces to be raffled and DJ Bach who is donating his time." Some of the participating artists include Adam Booka, Amelia LeBarron, Amy Gee, Ben LaFond, CES, Chanel Kennebrew, Christina Rimstad, Eyeon, Ibi Ibrahim, Lichiban, Michael Cina, Michael Gaughan and more. Erakit will also cover MNfashion Week for Frank151.

About Joan Erakit: Still 25 years of age Erakit's perspective perfectly blends culture and style. Her art and style stories and profiles for Frank151 are regularly reposted in media outlets worldwide. Since launching Brown Girl Files in 2009, she has seen its readership grow exponentially. She explains the meaning behind the title, "Style is creative and personal expression. It is category defying. I want to expose girls to an unfiltered perspective of everything style, art, and fashion." For media inquiries please contact April Rushing at Rushing Media, 310.987.7318 or by e-mail at April@RushingMedia.com.

Who: Joan Erakit, Style Writer
<http://thebrowngirfiles.tumblr.com>

What: "Art and Style" Benefit for Minneapolis Home for Children
Frank151 Minneapolis Lumberjacks
http://www.frank151.com/fdl/minneapolis_lumberjacks/

When: Monday, April 11, 2011
8 p.m.

Where: Honey
205 E. Hennepin Ave.
Minneapolis, MN 55414

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