

FOR IMMEDIATE RELEASE

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1. What is it that first inspired you and your team to organise an event to support poor and disadvantaged children in Madagascar?

I first arrived in Antalaha, Madagascar in April 2017 after hearing about Madagascar while presenting my label at a fashion festival in Slovakia called Fashion Live (organised by Creative Director Olo Krizova the head of the Czech Fashion Council). I had no idea the trip would have such a big impact on me now.

After seeing the aftermath of cyclone Enawo - destruction was evident everywhere, yet the community united to rebuild what was broken. Experiencing the local life first hand I felt compelled to contribute, to make a difference. Everyone deserves to have access to things we enjoy everyday. These people are content with simplicity and are appreciative of everything in their life, which I found humbling and inspiring.

2. There was a Cyclone in Madagascar in 2017, how did this affect their economy and quality of life?

Hundreds of homes were destroyed, 80 lives lost just in Antalaha region. The traveling itself was an eye opener to the daily conditions of life in Madagascar. There is no real infrastructure, the land was flooded on top of that. Access to clean water, shelter and food is an everyday challenge as the majority of crops and harvests were destroyed. Generally price points are about the same as for us or higher due to costs of internal and overseas transportation, yet their daily average income is about \$3. It's difficult to comprehend the full scale of what happened there. For many of us, we've never experienced anything like it.

3. What information should people know about Madagascar that they may not already be aware of?

I think a lot of people are unfamiliar with the country. It is so vibrant in every aspect - the people love to sing and dance, the landscape is striking, and family connections still run deep within the culture. In Madagascar, you're transported into a simpler era.

Madagascar has very limited development of modern industries. One of the first things I noticed was everything is still made by hand, for example the beautifully embroidered curtains and sheets, all hand-stitched by the local women. This was the source of inspiration to run workshops to teach women embroidery and transfer those skills to making garments. We all have much to gain by supporting Madagascar - Australians have the opportunity to re-learn skills, crafts, connections and traditions that are largely lost in today's world, the Malagasy would have the opportunity to gain access to things we take for granted, like water, food, and shelter.

4. What do you hope to achieve from this fundraiser and who are you working with to make this happen?

Our goal is to raise \$5,000 for materials to help to build a new brick, cyclone-proof home that was destroyed in the 2017 cyclone. The home-school was located in the Northern part of Madagascar, in a small town called Antalaha, which is regularly threatened by cyclones.

The fundraiser is hosted by my fashion label, Sharka Bosakova, with the help of event manager Kacie Brignell and Isabel Wetten from Msbellabella Styling. We have received a lot support, including the venue Figs on Sylvan, musicians from the band MZAZA, performer Yenenesh Nigusse, Modeling agencies in Brisbane, the Sikh Temple and many other friends and volunteers. The outpouring of love and generosity has been incredible. Simultaneously in Madagascar, we are working with local people to manage the building of the school. I plan to return to Madagascar and continue developing the textile project as well.

5. Why have you decided to make this a live music, fashion and entertainment event to support homeschooling in Madagascar?

The marriage of live music, fashion, and entertainment (including dance and art) I thought was the best way to bring people together. Music, dance, and crafts are woven into everyday life in Madagascar. The event is all about celebration and awareness through the power of connection and communication.

6. How will your initiative to build a home-school for children in Madagascar positively impact their society?

A lot of people also don't realize that Madagascar is one of the poorest countries in the world. Access to clean water is limited and malnourishment is a widespread issue. My wish is to assist in creating safe and livable conditions for a place that is central within the community - to help them to build a brick home-school and a training centre which can resist floods and rain. The assistance is directed to people who care about the quality of their environment and the education of a younger generation.

7. How can people support your initiative?

People can go here to grab their tickets:

<https://www.eventbrite.com.au/e/madagascar-hope-fashion-fundraiser-tickets-44319466718>

8. What are going to be the highlights of the night for those who chose to attend and support such a beautiful cause?

Some of the highlights of the night will include:

- The event will showcase the fashion label Sharka Bosakova, including the collection of garments, handcrafted with local women of North Madagascar with unique embroidery patterns inspired by corals, seeds and vanilla. These garments will be modeled by beautiful women from Brisbane courtesy of Mystique Model Management, Reel management and Rebel.
- You can find more about my work at <http://www.sharkabosakova.com/>
- Featuring music by the refined voice of Pauline Maudy and her band MZAZA
- And a special African Fusion dance performance by Yenenesh Nigusse
- We are also holding a raffle for the night!

9. Other than coming to the fundraiser, if people can't make it, how else can they support Madagascar post cyclone?

All profits will be donated directly to the community in need. If you can't make it to the event, but would still like to donate, you can do so at:

<https://www.gofundme.com/madagascarhome/>