

## **Runway For Hope Fashion Show to Benefit Tikvot & Etgarim Israeli Charities**

*Charity fashion show, benefiting Tikvot & Etgarim, 2 Israeli non-profit organizations which help victims of war and terror with rehabilitation of body, mind and soul. Monday, June 29th at 8:30pm at The Berkeley Hotel in Asbury Park, NJ*

### **June 17, 2009 - [PRLog](#) -- "RUNWAY FOR HOPE" CHARITY FASHION SHOW**

*Benefiting Israeli Organizations for Victims of War and Terror*

New York, N.Y. – Models and celebrities will take to the catwalk on Monday, June 29th to raise funds for Israel's victims of terror through the non-profit Runway For Hope. The event will take place in Asbury Park, N.J. at The Berkeley Hotel.

The charity fashion show already has sold over 1000 tickets. Presented by Skinny Water, the designers showing their fashion lines include **Liz Claiborne, Kimberly Taylor, Caroline Hedaya, Love 2 Dress, Dana Suits and ChippElane Headbands**. All proceeds will benefit two Israeli charities, **Tikvot and Etgarim**. Tikvot, which means "hopes" in Hebrew, is an organization which rehabilitates victims of war through sport, giving them the power to restore self-confidence and dignity. Etgarim, founded by a group of Israel Defense Forces (IDF) veterans, aims to help children through adults rehabilitate themselves physically, mentally and socially through challenging sports and outdoor activities.

Spearheading Runway For Hope is Charlie Shrem, a native New Yorker who has personal ties to the organizations and their cause. "When I was 17, I was introduced to Tikvot. Their services are outstanding. Not only do they give terror victims and injured soldiers the opportunity to rebound, they give them reason to live. Some of their members have gone on to compete and win medals in the Olympics," he said.

The personal connection doesn't stop there. Last January, he met an Israeli teenager named Asael who had been taken hostage while his mother and three brothers were killed by terrorists. During his torture, his leg was so badly injured it had to be amputated. "I flew him to the U.S. last May, and promised him he would not return home without a prosthetic leg," explained Shrem. The high cost of the prosthesis (\$78,000) was an issue, but Shrem organized a huge soccer tournament and several other small fundraisers. "Within four weeks, Asael was being fitted for his new leg," said Shrem, smiling. "Now he is living in Israel with his father and training for the London 2012 Olympics, swimming for Team Tikvot." Shrem is now working to buy a leg for another friend, Itai, who stepped on a landmine in January during the siege in Gaza. "In Israel, they call me The Leg Man," he laughs.

Whether it's through rehabilitation or prostheses, Shrem, with his love of Israel and the human spirit, aims to help out as many people as possible. The aim is to give Tikvah, or Hope, to those who may think that all Hope is lost.

### **Runway For Hope**

**Monday, June 29th**

**8:30pm**

**The Berkeley Hotel**

**1401 Ocean Avenue**

**Asbury Park, NJ 07712**

**\*After-party with DJ Ricky Esses**

For event information, to purchase tickets or make a donation, visit [www.RunwayForHope.com](http://www.RunwayForHope.com)

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