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LIFETIME UNVEILS 17 NEW DESIGNERS FOR PROJECT RUNWAY, SEASON EIGHT

More Designers Than Ever in Series History to Compete in Expanded 90-Minute Version of Television's Top Fashion Design Series Beginning Thursday, July 29, at 9pm

Actress Selma Blair Serves as Guest Judge for Premiere

Los Angeles, CA (July 14, 2010) – Let the sewing, stitching and snickering begin! The Emmy® Award nominated series, *Project Runway*, kicks off its eighth season with 17 talented designers – the most in series history – **beginning Thursday, July 29, at 9pm ET/PT** on Lifetime Television. In the show's expanded 90-minute format, the new crop of designers will encounter host Heidi Klum, mentor Tim Gunn and judges Michael Kors and Nina Garcia and top-name guest designer and celebrity judges, including actress Selma Blair for the premiere episode, as they face inventive challenges, unexpected eliminations and other surprises along the way. Filmed on location in New York, each episode of the eighth season will feature more couture creations and fashion flubs as the designers attempt to make the cut to show at New York Fashion Week at Lincoln Center. *Project Runway* is in High-Definition where available.

As part of the winner's prize package, this season's victorious designer will receive \$100,000 from L'Oréal Paris to start his/her own line, a fashion spread in *Marie Claire* magazine, a \$50,000 technology suite by HP and Intel to create his/her own vision and run his/her business and the opportunity to design and sell an exclusive collection on Piperlime.com. The model paired with the winner of *Project Runway* will also appear in the designer's editorial feature in *Marie Claire* and receive \$25,000 from L'Oreal Studio Secrets Professional.

The *Project Runway, Season Eight* designers are:

- **A.J. Thouvenot, 26** - Hometown: St. Louis, MO; Resides in St. Charles, MO
- **Andy South, 23** - Hometown: Waipahu, HI; Resides in Honolulu, HI
- **April Johnston, 21** - Hometown: Mooresville, NC; Resides in Savannah, GA
- **Casanova, 33** - Hometown: Fajardo, Puerto Rico; Resides in Astoria, NY
- **Christopher Collins, 30** - Hometown: Encinitas, CA; Resides in San Francisco, CA
- **Gretchen Jones, 28** - Hometown: Fairplay, CO; Resides in Portland, OR
- **Ivy Higa, 30** - Hometown: Seoul, South Korea/Kaihula-Kona, HI; Resides in New York, NY
- **Jason Troisi, 33** - Hometown: Greenwich, CT; Resides in Greenwich, CT
- **Kristin Haskins-Simms, 38** - Hometown: Philadelphia, PA; Resides in Philadelphia, PA
- **McKell Maddox, 29** - Hometown: Brigham City, UT; Resides in Layton, UT
- **Michael Costello, 27** - Hometown: Los Angeles, CA; Resides in Palm Desert, CA
- **Michael Drummond, 31** - Hometown: St. Louis, MO; Resides in St. Louis, MO
- **Mondo Guerra, 32** - Hometown: Denver, CO; Resides in Denver, CO
- **Nicolas D'Aurizio, 31** - Hometown: Hackensack, NJ; Resides in New York, NY
- **Peach Carr, 50** - Hometown: Winfield, IL; Resides in Lake Forest, IL
- **Sarah Trost, 27** - Hometown: Frazier Park, CA; Resides in Toluca Lake, CA
- **Valerie Mayen, 28** - Hometown: Corpus Christi, TX; Resides in Cleveland, OH

Last Thursday, *Project Runway* received two Primetime Emmy nominations, including Outstanding Reality-Competition Program and Outstanding Host for a Reality or Reality-Competition Program for Heidi Klum.

Lifetime's digital offerings will represent a robust collection of video content, including extended runway judging, designer and judge video blogs and more. They will also feature full streaming episodes of the show, available only on myLifetime.com. Also returning for Season 8 are *Rate the Runway* photo galleries of the show's fashions, as well as blogs by mentor Tim Gunn and fan-favorite designers from past seasons.

Other return offerings include the 2010 Webby Award-nominated Tim Gunn's Workroom videos and Designer Portfolios. Tim Gunn's Workroom will continue to showcase his critiques of the contestants' garments-in-progress, and the interactive Designer Portfolios will display the designers' previous work along with sketches made before the show and throughout the season. Roiworld.com's popular weekly *Project Runway* dress-up games (which accounted for more than 4.8MM game plays in Season 7) will also return, featuring illustrated versions of the winning designs in an interactive wardrobe.

Project Runway enthusiasts can also interact with fellow fans, show insiders and designers by following @projectrunway on Twitter or visiting www.facebook.com/projectrunway for the latest *Project Runway* news and updates.

ABOUT PROJECT RUNWAY

Hosted by supermodel and fashion maven Heidi Klum, the hit series *Project Runway* provides budding designers with an opportunity to launch their careers in fashion, under the watchful eye of mentor and Liz Claiborne Chief Creative Officer Tim Gunn. *Project Runway* is 2010's number one rated and most watched competitive reality program on ad-supported cable among Women 18-49, Women 25-54, Women 18+, Adults 18-49, Adults 18+ and Households.

Project Runway is produced by The Weinstein Company, Miramax Films, Bunim-Murray Productions and Full Picture. Executive producers include Bob and Harvey Weinstein (Co-Chairmen of The Weinstein Company), Jon Murray and Sara Rea of Bunim-Murray Productions, Heidi Klum, and Jane Cha and Desiree Gruber of Full Picture. Barbara Schneeweiss oversees the production on behalf of The Weinstein Company.

The Weinstein Company (TWC) was created by Bob and Harvey Weinstein, the brothers who founded Miramax Films Corporation in 1979. TWC is a multi-media company that officially launched on October 1, 2005.

ABOUT LIFETIME NETWORKS

Lifetime Networks is a diverse, multi-media company, committed to offering the highest quality entertainment and information programming that celebrates, entertains and supports women. Through its award-winning public affairs initiatives, the Company also advocates a wide range of issues affecting women and their families. Lifetime Television[®], Lifetime Movie Network[®], Lifetime Real Women[®] and Lifetime Digital[™] (which includes myLifetime.com, LMN.tv, [Lifetime Games](http://LifetimeGames.com), Roiworld.com, DressUpChallenge.com, MothersClick.com and LifetimeMoms.com) are part of Lifetime Entertainment Services, LLC, a subsidiary of A&E Television Networks, LLC. A&E Television Networks is a joint venture of the Disney-ABC Television Group, Hearst Corporation and NBC Universal.

Photography is available at www.lifetimepress.com.

For more information on the designers, please visit www.mylifetime.com.