

JUNIOR JONES GROUP SIGNS ON QUIZNOS AS SPONSORING PARTNER FOR FUSION URBAN MEETS VOGUE “KILLER INSTINCT” FASHION SHOW

Toronto, Canada, October 19th, 2009 – The Junior Jones Group is happy to announce it has partnered with the management team of Fusion for the 6th instalment of their Urban Meets Vogue Fashion Show series “Killer Instinct”. The event will be taking place on October 23rd, 2009 at the luxurious Courthouse during Toronto Fashion Week. It’s a marquee event which showcases and provides recognition for local up and coming designers and models. This years’ event will feature designs from C-Luxe, Mo’knotic, Dream Design, Donald J Procinier, Malyka Clothing Co., Adjua Swimwear, CC and Rocawear. The night will also include entertainment by Toronto pop artist Trish and a pre-show meet & greet cocktail reception for VIP guests and the media.

The Junior Jones Group assisted by signing on Quiznos as a sponsor for the event. The event brings together a demographic of 21-35 year old busy, working professionals who aim to lead a healthy lifestyle and Quiznos felt this would be a great way to connect with them. “I’m very pleased that Quiznos has sponsored this event. I believe they will definitely accomplish their goal of reinforcing their healthy brand of quick service sandwiches and foods amongst a group of people who are not only fashion forward but also conscious about their diet” says Junior Jones, Junior Jones Group founder. “Working with the team at Fusion has been a great experience. They’re all very passionate about fashion and it comes through in their hard work. I look forward to a great show!”

“Fusion Productions is ecstatic to have worked with The Junior Jones Group for this upcoming event. The drive, attitude, and professionalism behind the company is evident and a delight to have worked with.” says Janelle Morgan, Fusion Co-Founder. “We are excited to merge work relations with the sponsors that The Junior Jones Group has brought on board for the Fusion Fashion Show Event and will keep our doors open in the future to work with Junior Jones Group again!”

Over the years the show has had great success attracting more than 500 people per show, featured hosts such as Nik Pace of America’s Next Top Model and many supporting sponsors. The Junior Jones Group also helped to bring on supporting sponsors BM Magic, Wrigley, Amarula, Soft Sheen and Vitamin Water for this years show with assistance from Fusion. Other sponsors brought on by Fusion Management include Rogers, Nokia, Appleton, Universal Music Canada, Sway Magazine, Eye Weekly, and more. To learn more about Fusion visit: www.fusionurbanmeetsvogue.com

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