



For Immediate Release:

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### **Kyle's Treehouse Announces Inaugural Fashion for Autism Campaign**

*A weeklong celebration of creativity and education benefiting those affected by Autism*

August 24, 2009 - New York, NY – Kyle's Treehouse, a community dedicated to empowering all people touched by autism to make effective choices, announces its Fashion for Autism Campaign, an unprecedented weeklong celebration of creativity and education in honor of autism treatments. September 10-18 join **Alternative Apparel, Marc Jacobs, the Metropolitan Museum of Art, Neiman Marcus, Cole Haan, Bobbi Brown, Vosges Haut Chocolat** and fellow engaged activists & creatives as they collectively inaugurate Fashion for Autism in support of Kyle's Treehouse.

Kyle's Treehouse will launch its Fashion for Autism Campaign on September 10<sup>th</sup> using an innovative and interactive online platform through its web site. During New York's Fall Fashion Week, September 11-18th, this platform will capture the Fashion Week spirit by showcasing inspired designs, generously donated items and the power of the Kyle's Treehouse community. In honor of the occasion, Kyle's Treehouse namesake, Kyle Westphal has collaborated with artist Jessie Rose Vala to create a tee shirt, which they will also debut on September 10th. As every person living with Autism is unique and beautiful, each tee is individually screened and one-of-a-kind.

"One of our major focuses at Kyle's Treehouse is the exploration of alternative therapies for those affected by autism," explains Kyle's mother and Kyle's Treehouse co-founder, Jenifer Westphal. "Kyle has found an immense outlet through art and creativity, and so it was only natural to encourage his artistic visions. His debut tee shirt, made in collaboration with Jessie Rose Vala, is a perfect union of aesthetic and functionality, as well as tangible evidence of Kyle's progress. We see fashion as a wearable art."

The tees will be incorporated into Fashion for Autism participants' gift bags, and will also be distributed to magazine editors, fashion designers, models, and other supporters. In an effort to raise awareness and garner support, Fashion for Autism's site will be continuously updated with videos that document behind-the-scenes design, as well as photos of individuals wearing the tees. Additionally, Kyle's tees will be available for purchase through Etsy.com.

In order to participate in Fashion for Autism's weeklong event, simply visit the site and make a donation. In a nod to the industry behind Fashion Week, Fashion for Autism is recognizing donations according to their fashion industry title, varying from "Editor-in-Chief" donations at the \$5000+ level to "Intern" level donations of \$25. Donations of \$100 or more earn a quintessential Fashion Week takeaway, a Fashion for Autism gift bag brimming with Bobbi Brown, Cole Haan, Vosges Haut Chocolat, a limited edition Kyle Westphal tee shirt, and other luxury goodies.

Proceeds from the Fashion for Autism Campaign will be directed toward funding art classes for children living with autism. Because of this program, developed at the Metropolitan Museum of Art in New York (MoMA), children and families of children living with autism are able to participate in a free, two-hour long program. Each session consists of a guided tour followed by an hour of art and hands-on design. The MoMA is able to offer these courses free to families affected by autism through generous contributions and support. Fashion for Autism is honored to have MoMA's support.

Fashion for Autism hopes to touch the lives of children & families affected by autism, as well as the donors who offer their support.

For further details and to join the Fashion for Autism Campaign, please visit <http://www.kylestreehouse.com>

### **About Kyle's Treehouse**

Kyle's Treehouse, a 501 (c) 3 organization, is dedicated to empowering all people touched by autism to make effective choices. The organization and website was founded by Jenifer and Jeffrey Westphal, whose son Kyle was diagnosed with autism in 1998. The Westphals spent the next four years working with Kyle using the Son-Rise Program<sup>®</sup>, a powerful and effective treatment for children and adults challenged by Autism, Autism Spectrum Disorders, Pervasive Developmental Disorder (PDD), Asperger's Syndrome, and other developmental difficulties. In addition, the Westphals incorporated into their program many diet and sensory integration therapies. Today, Kyle functions as a communicative, creative and engaged teenager.

Because of their incredible journey with their son, Kyle, the Westphals decided to launch [kylestreehouse.org](http://kylestreehouse.org), a website designed specifically to help all those touched by autism gain easy access to autism information, learn about a wide range of treatment options and share their questions, concerns, and experiences with others through interactive online community forums.