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Press Release

February 8, 2011

LIRR

IMMEDIATE

Fashion Week Preview at Penn Station!

LIRR Commuters to Get Special Sneak Peak Tomorrow

Every year New York City is taken over by the fashionistas of the world. As a preview to Fashion Week, the Long Island Rail Road will roll out the red carpet at Penn Station tomorrow, Wednesday, February 9, from 4 to 7 PM. Recording Artist Cyre' will host the preview, with Elene Cassis, Marcia Sherrill, Sally Hansen, and Stella Zotis from Project Runway showing off collections, accessory secrets, and other fashion tools.

Throughout the event, designers from some of the industry's leading labels will have tables and will make presentations in front of a special backdrop. Long Island Rail Road rush-hour commuters can be the first to see what Couture and Ready-to-Wear collections are being presented to key retailers this season!

There are always exciting things to do and see in New York City, and the LIRR is the best way to get you there. Take the train to Fashion Week, which runs from Feb. 10th to the 17th! LIRR's new 2011 NYC Getaways brochure is currently available with many discounted packages and deals. Make sure you stop by the LIRR table and have a chance to win a raffle for a pair of tickets to: Memphis the Musical, NBC Studio Tour and NY SkyRide. And why not purchase the LIRR's Macy's VIP Shopping package to come see this event and shop till you drop!

Cyre' is best known for her Billboard International chart topping song "Last Chance" and was listed in Billboard, DMR magazine and Cashbox, as a top recording artist. Her songs have been heard in films distributed by Twentieth Century Fox, Paramount and Orion Pictures. Cyre', also a film maker, is currently in the final editing stage of "Amazing Grace" (a documentary highlighting the day and life of four subway performers in NYC), and also has a civil rights historical documentary in the works. She will debut a brand new song written for this event, "Sweet Inspiration," and will perform "Fantasy/Last Chance" at 5:30 PM.

These designers will present their collections:

Elene Cassis | 4:15 PM

A favorite of young celebrities, Long Islander Elene Cassis features classic and timeless designs that embody the essence of modern elegance, inspire self-confidence and celebrate the graceful curves of the female form.

Stella Zotis | 5 PM

With a signature material of leather, Stella Zotis designs and builds custom rock regalia for Rock Royalty, pirates, superheros, and whoever is tough enough to wear it!

Marcia Sherrill | 5:45 PM

An internationally acclaimed fashion designer, Marcia Sherrill's accessories have been sold world-wide in high-end department and specialty stores, including Bergdorf Goodman, Neiman Marcus and in London's Harvey Nichols and Japan's Takashimaya.

Sally Hansen | 6:15 PM

Sally Hansen is seriously upping its style credentials! Dress up your nails just like Katy Perry and Lady Gaga with Sally Hansen Salon Effects, nail appliques made from real nail polish. Inspired by fashion, this product allows women to literally treat their manicure as an accessory!