



PRESS RELEASE

This is Brave
This is Bruised
This is Who I'm meant to be
THIS IS ME

February 2023

'Th!s Is Me' is returning in 2023!

Challenging sexist narratives of female beauty and conformity.

This International Women's Day we choose to embrace who we are and share our greatness with the world.

Th!s Is Me is excited to return to the catwalk in 2022, back to the week of International Women's Day where it belongs. A unique fashion show called 'Th!s Is Me' that celebrates all womxn and the diversity of their bodies and stories will be held at Collingwood Town Hall on Saturday March 11 from 1pm-5pm.

'Th!s Is Me' brings together 20 womxn of a range of ages, body types, ethnic backgrounds, and gender experience to model their true self on stage, share their journeys, laugh, strut, and above all, challenge the monolithic standards of beauty and femininity that society still imposes on womxn.

By empowering a range of female voices and spotlighting their diversity, 'This Is Me' subverts and challenges the misogynistic cultural narrative that tells womxn that they can only be beautiful and fulfilled if they fit into narrow categories of size, orientation, expression and identification.

First held in 2020 on International Women's Day, the event drew a crowd of 300 guests who celebrated and applauded women for their courage, resilience and authenticity. The event also provides a platform for social enterprises that support social and justice causes to sell goods and create awareness of social good with the audiences.

Following the 2020 and 2022 event, 'Th!s is Me' has inspired guests in the audience to sign up to be models themselves in 2023 with one model reflecting 'I finally feel seen.'

All funds raised will be directed to a not for profit social enterprise, Full Circle which supports underprivileged children in India with Leadership skills so that they might break the intergenerational cycle of poverty.

Tina Brunet, creator of 'Th!s Is Me': "It's about celebrating women and their truth. Something shifts when you learn your own worth, suddenly you can find yourself rising above the fears that cage you"

Rebeckah Loveday (2020 model): "I used to be ashamed to be different and I would hide my truth from those around me... and as I grow older I've learnt to love, accept and be proud of the fabulous and beautiful woman of transgender experience that I am."

Beck Finger (2020 model): "I've spent a lot of time, as I move through the world, feeling too big for the world...my feelings too much, my personality too large, my body just too big. I am realising that who I am is exactly right."

'Th!s Is Me' is a womxn-led event, entirely volunteer-run, and will, in addition to the fashion show, feature performances by womxn who are ready to express themselves through art, music and dance.

hello, is it me you're looking for?

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Website: www.thisismemelbourne.com.au

Facebook Page: <https://www.facebook.com/thisismemelbourne/>

Instagram: @This_is_me_melbourne

Ticket Sales: <https://events.humanitix.com/th-s-is-me-2023>