

FASHION

Vintage Fashion Show puts doctors on the runway to raise money for cancer research

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Sometimes, as anyone who saw Meryl Streep in “The Devil Wears Prada” can tell you, fashion can be serious business. But when fashion is used to raise money and awareness for UMass Memorial Medical Center’s colon cancer research. Enter, the first Vintage Fashion Show, set for 5:30 p.m. Sept. 29 at Maxwell's Luciano's at Union Station, 2 Washington Square, Worcester.

Moreover, the event won’t feature just any models: It’ll feature Christopher A. Marshall, MD, Clinical Chief of Gastroenterology; Justin Maykel, MD, Chief, Division of Colon and Rectal Cancer; and Jonathan Gerber, MD Director of UMass Cancer; as well other members of the staff.

According to the event’s organizers – Brenda Brown, founder of RollforCancer.org and Barbara Kupfer, founder of the Colorectal Cancer Alliance of Central Mass – asking the medical professionals to take to the runway “took some convincing,” but they decided to “go for it,” as the event would raise funds to battle a disease they’ve been fighting for most of their medical careers.

The actual fashion show portion of the event is being put together by Karon Shea of Karon Shea Model Management, and will also feature “prominent city and state dignitaries,” according to information provided by the event organizers. The event will also feature music, dinner and cocktails, and proceeds will be donated to UMass Memorial's colorectal and colon cancer foundation.

Tickets cost \$75-\$700, and are available through [Eventbrite.com](https://www.eventbrite.com).