



PRESS RELEASE

CHARITY AUCTION HONORING
PARASTA LAPSI RY — PRESENT-
ING UNIQUE PIECES OF CELEBRATED
FINNISH DESIGNERS IN THE LAUNCH-
ING OF RAWR MAGAZINE AT KLAUS
K HOTEL ON 29 FEBRUARY!

In co-operation with Finnish top designers, renowned hair-stylist Tom Wennerstand and **Huuto.net**, **RAWR Magazine**, a new online family lifestyle magazine, are arranging a charity auction to benefit the child welfare organization Parasta Lapsille. The auction takes place at Huuto.net from 29 February to 31 March and all proceedings will go toward acquiring outdoor equipment and games for immigrant children living in Finland.

Inspired by the good cause, six established Finnish designers have created unique pieces for your child's wardrobe. These pieces will be presented during the launching of RAWR magazine. Participating designers are **Emmi Malmström, Hanna Sarén,**

Irene Mikaela, Jukka Rintala, Mert Otsamo, and Minna Hepburn.

29.2.2012

Klaus K Design Hotel
Bulevardi 2—4 at 18:00—20:00
Sign up to yc@rawr.fi

RAWR Magazine — immerse in Nordic design, fashion and family life

RAWR Magazine is the first family lifestyle magazine that addresses passion for the design, art and family life from Nordic perspective. Target audience includes anyone and everyone interested in Nordic fashion, design, photography, art, crafts and parenthood. The readers are likely to be in their mid-20s to mid-30s, value uniqueness, educated, a Bohemian urban dweller.

Scandinavian design for children is known worldwide for its vibrant colors, bold designs, and no-fuss lines. Rawr Magazine is here to uncover the hidden gems and to showcase the Nordic rising stars, to bring them to readers around the globe.

"RAWR is unique in its pursuit to transcend the line between design and art. In-depth articles highlight the person behind the face in the picture, the eye behind the camera, the creative mind behind clothes, to construct a holistic picture of the adventure that is childhood, motherhood, and parenthood... The lens and the pen are a

*medium not only to create eye-candy,
but to observe truth.*

*We here at Rawr Magazine believe
in childhood, that magic place, with
forever beginnings and never-ends,
bottomless earth and limitless skies.
Childhood is what binds us together
in humanity.”* says the Editor-in-chief
Isabell Junkkari.

RAWR magazine will be launched on
29 February 2012.

Daniela Talvitie behind RAWR lenses — upcoming MAMMA exhibition

Daniela Talvitie, appraised for her
photography in the Finnish fashion
circle, is one of the founders of
RAWR magazine. As the mother of
three children Daniela is passionate
about true beauty, sparks of inspiration
and occasional chaos of everyday
family life. Her upcoming plans
includes a new exhibition called
MAMMA where she captures the
precious bond between mother and
child. The exhibition will be featured
in RAWR magazine in the summer
2012 special issue.

RAWR Magazine

RAWR Magazine – Nordic family
lifestyle magazine. Insights into
design, art and fashion viewed by
parents and children alike.

www.rawr.fi

Parasta Lapsille ry

Parasta Lapsille ry, The Best for the
Children, is a preventive child welfare
organization based on volunteer
work. It was founded in September
1945.

Its aim is to promote well-being of
children and young families in order
to prevent social problems and exclusion.
This is done through organizing camps
and other recreational activities.

www.parastalapsille.fi

Huuto.net

The most popular online auction in
Finland.

www.huuto.net

Further information

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