

# Vogue and It's On Us to Host Charity Exhibition at The Met

- **Vogue will style pieces from the Costume Institute with It's On Us shirts in a week-long exhibit**

March 21, 2019: 9:00 a.m.

## News Facts

- Vogue and It's On Us are partnering to create an exhibition at The Met Fifth Avenue in New York.
- The exhibition will feature 20 looks styled by Anna Wintour, Vogue's editor-in-chief, showcasing pieces from The Met's Costume Institute paired with It's On Us t-shirts.
- Vogue and It's On Us will host a grand opening event on Monday, April 1 at 7 p.m. to celebrate the start of the week-long exhibition.
- The event will include the first presentation of the exhibit as well as speeches from Wintour and It's On Us ambassador Kerry Washington.
- The exhibit will open to the public on Tuesday, April 2 at 10 a.m.
- Proceeds will go toward supporting It's On Us initiatives to end sexual assault on college campuses around the country.
- This will be the first event pioneered by Wintour outside of the annual Costume Institute Benefit, also known as the Met Gala.

## Quotations

- “This is a new type of venture for Vogue, and there is no one we would rather work with than It's On Us. After the #MeToo movement, educating and motivating young people is crucial, so we are thrilled to support It's On Us in any way we can.” – Vogue Editor-in-Chief Anna Wintour
- “As we work to grow our goals and programs, we at It's On Us could not be more excited to partner with Vogue and The Met. We cannot wait to bring our mission to a vibrant and active city like New York.” – It's On Us Executive Director Tracey Vitchers

## Multimedia

- 189 photos (hi/lo resolutions): [2018 Costume Institute Exhibit & Gala](#) on May 7
- 1 video/15 seconds: [It's On Us Kerry Washington PSA](#)
- 1 video/3 minutes: [It's On Us Three Year Anniversary Message](#)
- 1 video/3 minutes: [Inside The Met's Costume Institute](#)

(more)

## Related Links

- [Vogue Facebook](#)
- [Vogue Instagram](#)
- [About Dame Anna Wintour](#)
- [It's On Us Facebook](#)
- [It's On Us Instagram](#)
- [President Obama on It's On Us](#)
- [About The Costume Institute](#)

## About Vogue

- Vogue is an editorial fashion magazine that covers topics including couture, beauty, travel and lifestyle. Founded in 1892, Vogue has grown to include 23 international editions, each with its own digital and social persona.

## About It's On Us

- It's On Us is a national movement created with support from the White House Task Force to Prevent Sexual Assault that works to engage people in conversations to stop sexual violence. Since its launch in 2014, It's On Us is active on over 500 college campuses and has 95 national partners.

## For More Information

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*“The following information is not intended to be factual but is part of a class assignment on writing social media news releases at the S.I. Newhouse School of Public Communications, Syracuse University, March 2019. All information is intended to be sourced appropriately.”*