



May 8, 2014

Wolford is a Life Ball Partner in 2014

Bregenz (euro adhoc) - Wolford is a Life Ball Partner in 2014

International fashion label joins fight against HIV and AIDS

- **Clear commitment to social responsibility**
- **Style Contest: Life Ball Queen 2014 - awarded by Wolford**
- **Dressing the débutantes in Wolford bodies**

Vienna/Bregenz, May 8, 2014. The international fashion label Wolford is supporting the fight against HIV and AIDS as official partner of the 22nd Life Ball in Vienna on 31 May 2014. "Wolford fascinates women all over the world with its sensual fashion, innovative ideas and sustainable quality. As a women's brand, we stand for high expectations and practised social responsibility. These values coincide with those of AIDS LIFE. We are consciously involved because the organisation does important educational work for women", says Axel Dreher, board spokesman for Wolford AG.

This year's ball features a creative highlight sponsored by Wolford: the Style Contest on the evening of 31 May with a selection of the most extravagant looks chosen by an international VIP jury, followed by the crowning of the Life Ball Queen 2014. The winner can look forward to not only a free holiday, but will also be recognised with an award: a unique sculpture donated by Wolford and individually manufactured by the Vorarlberg-based artists NONOS.

This year, Wolford is stylishly and subtly dressing 100 débutantes in a classic Wolford body. Furthermore, 73 exclusive gift vouchers will be awaiting the lucky winners of the tombola.

"Wolford is a strong, international brand which perfectly matches with us. We are pleased to have the fashion label back on board as a partner and a sponsor", states AIDS LIFE founder and Life Ball CEO Gery Keszler. Wolford AG supported the Life Ball back in 1996-1998.