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MEDIA RELEASE

Fashion, food and fun for a good cause

Deerwood, Minn. – August 25, 2016 – A runway show featuring the latest fall and winter clothing trends highlights the Ruttger's Fall Fashion Show beginning at noon on Saturday, Sept. 3 at Ruttger's Bay Lake Lodge. A portion of all tickets and wine sales will benefit Aitkin and Crosby-Ironton elementary school reading programs.

Clothes for the fall and winter from designers such as Chalet, Tribal and Charlie B. will be featured. The event also includes a luncheon, a cash bar, store discounts at all Ruttger's retail stores and prizes such as a Ruttger's vacation package, golf for four and more.

"This is a fabulous event for a great cause," Miranda Westhoff, Director of Retail Sales and event organizer said. "It's fashion, food and wine. What's not to love? You don't need to go to Brainerd or Nisswa to find great clothes at a good price. Ruttger's features exciting new clothing lines and prices for everyone."

Tickets are still available for \$18 per person. \$3 for each ticket and \$1 from each glass of wine sold will be donated to the Ruttger's Reading Fund, a charitable outreach that donates to the reading programs at Crosby-Ironton and Aitkin elementary schools. So far this year, Ruttger's has raised more than \$7,000 for the initiatives.

"Reading is so important, and we are thrilled and honored to be able to contribute to these school initiatives through the Ruttger's Reading Fund," Chris Ruttger, President of Ruttger's said.

Tickets to the Fall Fashion Show can be ordered by calling (218) 678-4673 or online at www.ruttgers.formstack.com/forms/fall_fashion_show_tickets.

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About Ruttger's Bay Lake Lodge

Ruttgers' Bay Lake Lodge is a premier golf and fishing resort on the shores of Bay Lake in Deerwood, Minn. The Ruttger family has owned and operated the resort since its opening in 1898, making it among the oldest resorts in Minnesota. Priding itself on treating all guests like family, Ruttger's features 27 holes of golf, full marina service, fine dining, retail establishments, meeting and convention space, a spa and more.