

Press release

14th September 2009

Apartment makes it a man's world

Apartment, Northern Ireland's first style bar, has broken new ground by arranging the first ever Men's Style Master Class which has been arranged to promote men's health.



The event, in association with Corona Extra and Ballygowan, will see the best of Northern Ireland's style and fitness experts coming together in a fun event at Apartment on Thursday 8th October. Men from across Northern Ireland will have the chance to pick up a range of health, fitness, fashion and grooming tips with **Jason Shankey Male Grooming**; Rio/Brazil, Orchid Lingerie and 12 Week Physique all in attendance.

Morgan Watson, Manager of Apartment explains what is happening on the night. "We are really looking forward to Northern Ireland's first ever Men's Style Master Class which will be a night of great fun and entertainment but with an important message."

“Tickets are only £5 and everyone attending will be treated to a drinks reception on arrival courtesy of Corona Extra and Ballygowan. We will have a fashion show which will highlight what’s hot and what’s not for men this autumn/winter and as most men become hot and bothered when picking lingerie gifts for their better half the event will, in a fun way, build their confidence and knowledge on how to buy lingerie. Personal trainers from 12 Week Physique will also be on hand to give advice and explain the benefits of specific training and fitness programmes.

"All proceeds from the ticket sales will go to Action Cancer and an important element of the evening will be the opportunity for men to avail of advice on cancer, encouraging them to make positive changes to their lifestyle and empower them to take control of their health.”

Commenting on the event Christine Crawford from Action Cancer said, “Cancer is one of the biggest killers of men in Northern Ireland yet research shows that men know less about the disease, are least aware of cancer prevention messages and are less likely to seek advice. This first style master class to be held in Northern Ireland as well as being a great night’s entertainment offers a great opportunity for men to come along and ask any questions or raise any concerns they may have in relation to their health.”

Morgan Watson concluded, “It’s not often that the guys take centre stage at this type of event, so I’d urge all guys to come down for a great night’s craic, get educated and support a very worthy cause.”

***Tickets for the event are £5 and can be purchased from Apartment, Jason Shankey and Rio/Brazil**

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