



Runway for Hope is an annual runway fashion and costume show featuring breast cancer survivors as models wearing creative and fun designs crafted and styled by local artists and others in our community. In addition to being the New England Breast Cancer Alliance's biggest fundraising event, Runway for Hope aims to empower and connect survivors, as well as to highlight their strength, resilience, and courage. The 2026 Runway for Hope will be held on **April 25th, 2026** at the Holiday Inn By the Bay in Portland, Maine. The design theme this year is **"Movie Magic" (Fashion Inspired by Films)**.

Due to the e-mail volume which the Runway for Hope generates, PLEASE READ the "Designer FAQs," "Designer Agreement," "Theme, Design, & Judging Guidelines," and other Runway for Hope documents on our website thoroughly BEFORE reaching out, as there's a good chance your question is answered within them.

THEME, DESIGN, AND JUDGING GUIDELINES

DESIGN THEME

The design theme for the 2026 Runway for Hope is "Movie Magic" (Fashion Inspired by Films). We welcome any takes on this theme – from the literal to abstract, and the more serious to more humorous.

COSTUME DESIGN CATEGORIES

For the show, there will be two costume design categories, described below. Only costumes in the "Crafted" category will be part of the judging portion of the event and eligible for the costume design prizes.

1) "CRAFTED" – For the "Crafted" category, costume designers must either make a costume from scratch (creating a garment) or considerably alter or embellish existing garments. Some examples of the kinds of alterations that would qualify would be removing or adding fabric to existing garments, or adding embellishments to existing garments (e.g. rhinestones, beading, feathers, lace appliques, etc.).

Costume designers in the "Crafted" category who wish to be considered for a costume design prize are required to fill out the "Design Prize Application" giving information about their costume. If existing garments are used in their design, before and after pictures will need to be included with the application. *If you have questions about whether or not your design would qualify to be in the "Crafted" category, please contact Marisa Paraschak at info@newenglandbreastcanceralliance.org.*





2) **“STYLED”** – For the “Styled” category, costume designers can pull together existing garments and accessories in order to make a look. No alterations or embellishments are necessary.

JUDGING FOR THE “CRAFTED” CATEGORY

A panel of judges will evaluate costumes entered into the costume design contest and choose a winner for each of the following four categories:

JUDGING CATEGORY	DESCRIPTION
1) Overall design	Design has visual impact, captures viewers’ interest
2) Creativity and originality	Design is unique and shows imagination
3) Craftsmanship	Design is able to be worn multiple times, demonstrates the skill and artistry of the designer
4) Resourcefulness	Design re-uses or repurposes garments or materials (e.g. uses a secondhand garment, recycles plastic materials, etc.)

COSTUME DESIGN PRIZES

The top design in each category will be awarded a prize (*prizes TBD*).

COSTUME DESIGN GUIDELINES

- Designers will be matched with a model (*models are welcome to craft or style their own costumes as well*). Designers will be provided with information regarding the model’s sizing, coverage and clothing preferences, and other information. Designers are expected to accommodate models’ coverage and clothing preferences (e.g. if there are parts of body that the model would not want to be showing in a costume, etc.).
- Designs should be safe (not have pieces that could physically injure the model or others).
- Designs should be respectful – they should not contain profanity or offensive language, they should be respectful and mindful of other cultures, etc.





IMPORTANT DATES FOR DESIGNERS

- **October 2025** – Designer sign-ups open
- **October through December 2025** – Designers will be matched with models and sent model information by this date (*or earlier, on a rolling basis as model and designer sign-ups come in*)
- **February 28th, 2026** – Deadline for costumes to be completed and delivered to model or member of NEBCA team
- **TBD** – Rehearsal date (*designer attendance optional*)
- **March 31st, 2026** – Deadline for “Design Prize Application” for designers who would like to be considered for a costume design prize
- **April 25th, 2026** – 2026 Runway for Hope date (*designers receive one free ticket per design and are invited backstage before and during the show*)

In addition to these guidelines, please closely read the “Designer FAQs” and the “Designer Agreement.”

To sign up, please visit our website or contact us at info@newenglandbreastcanceralliance.org to get the link to fill out the “Designer Sign-Up” form. We will get back to you as soon as possible with some additional information and forms, and then get to work matching you!

