



Rock The Runway Fashion Show Raised Over \$50K for Ronald McDonald House Charities of North Central Florida, Inc.

Gainesville, FL – November 18, 2024 – [Butler Enterprises](#) hosted [Rock the Runway 2024](#), an annual fashion show benefiting [Ronald McDonald House Charities of North Central Florida, Inc.](#) The event was held on November 7th at Butler Town Center at Stengel Field and raised over \$50,000 dollars. Fashion show attendees were also surprised by a special performance by [Sister Hazel](#), American rock band from Gainesville, Florida.

For Rock the Runway 2024, over 200 people were in attendance. [Over 20 models](#) raised together a total of \$29,000 and ticket sales/sponsorships totaled \$23,000 for a grand total \$52,000. All proceeds went to the local Ronald McDonald House in Gainesville, FL. Four of the models were awarded titles and trophies; Rocked the Runway, People’s Choice, Show Stopper, and Paparazzi Favorite.

The annual fundraiser showcased the latest trending styles from [Narcissus](#), [Alumni Hall](#), [Aerie OFFL/NE™](#), [5.11 Tactical](#), [Athleta](#), and other stores at [Butler Shopping Center District](#). Small plates were donated by various restaurants at Butler Shopping Center District including, chicken fried rice from [Rock N Roll Sushi](#), bitesize mini cupcakes from [Gigi’s Cupcakes](#), the ultimate charcuterie board from [Whole Foods Market](#), tex-mex samples from [Chuy’s](#), ¼ black angus with American cheese on brioche bun from [Ford’s Garage](#), and house-made soup from [P.F. Chang’s](#).

The evening was filled with community icons representing [WCJB TV20](#), [Florida Credit Union](#) and [Oelrich Construction](#). Community models for this fundraising event included [Ashley Fletcher with The Fletcher Family Companies](#), [Dr. Christopher Caputo with the Cardiac & Vascular Institute](#), [Dr. C. Parker Gibbs at UF Department of Orthopaedic Surgery and Sports Medicine](#), [Sheriff Emery Gainey with the Alachua County Sheriff’s Office](#), Director of Engagement and Programs with the [Greater Gainesville Chamber of Commerce](#) [Julianne Flinchum](#), and [WCJB TV20 Anchor, Kristin Chase](#), served as the evening’s emcee and model representing TV20.

The three fashion show afterparties included sip and shops at [Narcissus](#) and [The Village Jeweler](#), and the surprise performance by [Sister Hazel](#) made possible by [Atlantic Southern Paving and Sealcoating](#). Fashion show guests danced and sang along to hits “All for you”, “Change your mind”, and many other memorable favs.

For a full list of all contributors who provided culinary delights, refreshments, fashion, desserts, and libations can be found at <https://rmhcncf.org/event/rock-the-runway/>. Special thanks to [SCAD Media](#) and [Merge Event Group](#). To learn more about ways to give and get involved with Gainesville’s local Ronald McDonald House, please visit rmhcncf.org.

About Butler Enterprises:

[Butler Enterprises](#) offers over 150 stores and restaurants over 1.5 million square feet. Butler Enterprises is the largest retail center in North Central Florida. Locally owned by the Butler family, Butler Enterprises has been in business in Gainesville for over 83 years. Each year, Butler Enterprises has over 20 million visits to [Butler Plaza, North, and Town Center](#).