



# Media Release

*For Immediate Release*

## RDC Alumnus on Project Runway Canada

**Red Deer, February 23, 2009** – From walking the halls of Red Deer College to starring in the hit TV series *Project Runway Canada*, Adejoke Taiwo, 24, is proving she has a dream and is determined to make it come true.

A raised Albertan and RDC Alumnus (*Costume Cutting, 2001-2003*), Adejoke has been sewing and playing with colors and fabric since she was six-years-old.

“All children have dreams, but as we grow many of those dreams are stopped short due to unsupportive people. Fortunately my family has always been very supportive. Many people have told me 'I'm not good enough' and asked 'You really want to do that?', but that just makes me try harder to prove them wrong,” said Adejoke.

The name of her new clothing line launched last fall, out of Calgary, proves she's a dreamer at heart: “Alala Dreamer”. Of Nigerian descent, “alala” is defined in her native language as “dreamer”.

“My parents' Nigerian background really influences my design sense. I find the fabrics inspiring and the silhouettes completely different from North American culture. The trades-men's ability to stretch creativity out of practically nothing inspires me.”

Adejoke's fashion is geared for women 20-35 years old who enjoy simple clothing with a twist.

Though Adejoke graduated from Costume Cutting, a diploma program no longer offered at RDC, she still credits some of her success to her first college days.

“Many people assume that sewing is sewing, but the techniques used in costume vs. fashion are polar opposites. The advantage I do have over others due to my RDC education is a broader range of skills and the ability to find inspiration from one of my loves - theatre.”

“I remember Adejoke's passion for all things creative and her tenacity to persevere. She was always a positive influence in the class with a cheery outlook,” said Donna Jopp, Wardrobe Manager at RDC.

After RDC, Adejoke continued her education at Ryerson University School of Fashion in Toronto.

“Being on Project Runway Canada has changed my life. I think different now because the experience has made me feel that anything is possible. It's different when strangers recognize you and people you know treat you different. I'm still the same old Adejoke!”



To view her clothing line web site please visit [www.adejoke.com](http://www.adejoke.com)

You can catch Adejoke Taiwo on *Project Runway Canada* Season 2 every Tuesday night on Global TV.

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**About RDC:** RDC has served the needs of students and the community for close to half a century. With more than 75 programs to choose from, we pride ourselves on providing a practical education, in a genuine and sustainable learning environment. Our 6,500 full-time and part-time credit students and more than 13,000 continuing education students are at the core of everything we do. RDC – when you get here you understand.

For more information on RDC, please visit our website: [www.rdc.ab.ca](http://www.rdc.ab.ca)

**For additional information, contact:**

Faulhaber Public Relations

[pr@faulhaber.ca](mailto:pr@faulhaber.ca)