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## >Student wins statewide design award

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With Noelle Quanci, Daniel Gwartz and Norm Goldstein

A junior student at Haddonfield Memorial High School recently won first prize in a statewide competition sponsored by By Kids For Kids, a youth marketing and media company.

Noelle Quanci, 17, won the award for a fashion idea that she titled "Afrikana."

By Kids For Kids described Noelle and her design approach as follows: "Creative in her concept and mature in approaching her craft, Noelle designs clothes for real people. She believes her clothing should allure and strives to create pieces that people will want to wear. Primarily setting her sights on courting the tastes of teen girls and younger women, she knows that the right piece of clothing holds immense potential to make someone feel great. Though her aim is to create utterly comfortable clothing, she is insistent on designing pieces that are fashionable and stylish. Delving into the rich African traditions, Noelle incorporates traditional African patterns, animal prints and bold colors, to concoct a potent mix of elements that would please the most discerning tastes."

Youth from throughout New Jersey were challenged to enter their ideas in four categories: Going Green, Signature Style, Sports Evolution, and Digital Arts. The top entry from across all categories – Noelle's – was honored at an award ceremony held at the Jacob K. Javits Convention Center in New York on June 11.

Norman Goldstein, the Founder and CEO of By Kids For Kids commented: "Noelle's fashion concepts show great promise and originality and we are very pleased to recognize her talent in today's awards ceremony."

As the first place winner, Noelle was presented with a new laptop and a trophy. Though winning this New Jersey competition, Noelle is still eligible to compete in the national versions of the competitions, where the grand prize winners of each category will receive \$10,000 and unique "connections to reality." Presenting sponsors of the statewide competitions in New Jersey include Edison Venture Fund, and The United Inventors Association. Participating sponsors include Thelen Reid Brown Raysman & Steiner LLP.

By Kids for Kids® (BKFK®) is a youth marketing and media company partnering with leading corporations to provide a platform to foster, share, showcase, and commercialize youth innovation and entrepreneurship. Their mission is to inspire,

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