



For Immediate Release
High Res Images Available
January 30, 2008

Media Contact
Mikel Gajkowski
Office: (714) 210-2460
Cell phone: (801) 633-4855
MikelG@workingwardrobes.org

PROM DRESSES NEEDED TO MAKE 500 DREAMS COME TRUE

*Working Wardrobes Challenges Orange County Community
To Collect 3,000 Dresses for **Cinderellas for Life** Event*

FOUNTAIN VALLEY, Calif. – Working Wardrobes, a nonprofit organization helping men, women and teens in crises, is calling on the community to help collect prom dresses and accessories for its 8th annual **Cinderellas for Life** event.

Sponsored in part by the Garden Grove Unified School District, this unforgettable event uplifts 500 young women from low-income households and foster homes with a day of royal treatment. Attendees participate in goal-setting and self-esteem workshops before selecting the perfect prom dress – complete with shoes, purse and jewelry.

Megan Harless, Working Wardrobes VP of Client Services, says that without the Cinderellas program, there would be no prom for many of the young women. “It’s an incredible experience to see the joy and gratitude on their faces. So many of them have overcome tremendous challenges and this is a day when they can feel special and worthwhile.”

In order to make the March 7 event possible, volunteers are collecting over 3,000 dresses of all sizes to give the teens a wide selection of quality gowns. Organizers note that there is a strong need for plus-size dresses, shoes and handbags this year. Several Working Wardrobes high school clubs are spearheading the initiative to collect donations. As an example, Tesoro High School is offering incentives like discounted prom tickets to student donors.

After the **Cinderellas for Life** event, Working Wardrobes will donate the remaining gowns to the Armed Services YMCA at Camp Pendleton to be distributed to enlisted female service members and military wives.

For those interested in donating dresses and accessories, or for information on becoming a volunteer for the event, please visit www.workingwardrobes.org or call (714) 210-2460. Donations can be made Monday thru Saturday from 10 a.m. – 2 p.m. at the Working Wardrobes Donation Center, 11614 Martens River Circle in Fountain Valley.

Full access to the press is available; photo opportunities are excellent!

About Cinderellas for Life

Held March 7, 2009 at the Fashion Institute of Design and Merchandising in Irvine, the event treats 500 young women from foster and low-income families to a life-changing day of workshops and the chance to select the prom dress of her dreams. Inspirational speakers will address the teens before and after the event to discuss how they can achieve their full potential. Working Wardrobes is in need of 3,000 prom/eveningwear dresses – in addition to shoes, purses and accessories – to make the event possible. All donations are tax-deductible.

About Working Wardrobes:

Working Wardrobes, an independent nonprofit organization, empowers men, women and young adults in crises to confidently enter the workforce with career development and wardrobe services. Since 1991, Working Wardrobes has served over 45,000 adults emerging from a wide spectrum of backgrounds including welfare-to-work, alcohol and substance abuse, domestic violence, transitional homelessness, catastrophic illness and traumatic financial losses.

Services include a Career Development Center offering one-on-one job readiness support, employee placement programs and a resource library; a Wardrobing Center with business attire to serve clients from over 60 social service agencies; and complimentary “Days of Self-Esteem” for men and women from substance abuse recovery programs in Orange County, Los Angeles and the Inland Empire.

.
www.workingwardrobes.org

###