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## FOR IMMEDIATE RELEASE

### HELP MAKE DREAMS COME TRUE FOR TEENS WHO NEED PROM DRESSES BY DONATING NEW OR GENTLY WORN DRESSES

**LAS VEGAS, NEVADA (January 23, 2014)** - The Las Vegas Prom Closet, a eleven year-old volunteer group, presents “Operation Glass Slipper” and is collecting new and gently used prom dresses and accessories. The dresses will be distributed to local high school students who wish to attend prom but who cannot afford the expense. The event will take place on Saturday, March 22<sup>nd</sup> from 10:00 am - 3:00 pm at Stitch Factory located at 300 N. Las Vegas Blvd. Suite 120, Las Vegas, NV 89101. Students will be required to show a valid student ID.

Between now and March 14, 2014, The Las Vegas Prom Closet in partnership with the Downtown Project Kids and Stitch Factory will be collecting prom dresses, accessories and dress shoes. Drop off locations include Humana Guidance Center-Henderson 1000 N. Green Valley Parkway, Suite 720; Humana-Summerlin 8975 W. Charleston Blvd., Suite 100; Patty’s Closet retail stores; Stitch Factory 300 N. Las Vegas Blvd. Suite 120; Project 150, 6211 Dean Martin Drive; office of Dr. Pat Simone, 70 N. Pecos Road, Henderson and The Vegas Cheer Authority, 3630 N. 5<sup>th</sup> Street Ste. 100 North Las Vegas.

#### **About the Las Vegas Prom Closet**

The Las Vegas Prom Closet began serving Southern Nevada in 2003, after teaming up with Aly’s Prom Closet in Reno. The Southern Nevada group quickly realized the great need for assistance in the Las Vegas area. Over the past eleven years, Las Vegas Prom Closet has provided more than 1,750 dresses free of charge to girls who could not have otherwise attended their prom activities. The aim of Las Vegas Prom Closet is to provide a dress for any student that is unable to afford one. The Las Vegas Prom Closet provides a store-like setting with a wide variety of dress choices. The Las Vegas Prom Closet is staffed, organized and run by volunteers. All donations – goods, services and funds – go directly to benefit the students.

#### **About Downtown Project / Downtown Project Kids**

Downtown Project is a group of passionate people committed to helping transform Downtown Las Vegas into the most community-focused large city in the world. The organization has allocated \$350 million to aid in the revitalization of Downtown Las Vegas through investments in real estate, education, small businesses, and tech startups. As part of the urban transformation, Downtown Project Kids was formed to unite families in Las Vegas. <http://downtownproject.com/>

#### **About Zappos.com (sponsor)**

Established in 1999, Zappos.com, operated by Zappos IP, Inc., has quickly become the leading destination in online apparel and footwear sales by striving to provide shoppers with the best possible service and selection. Zappos.com currently showcases millions of products from over 1000 clothing and shoe brands.

#### **About Stitch Factory**

Stitch Factory supports and curates local and emerging designers with the proper equipment. If you are an aspiring designer, or just want to learn how to sew properly. Stitch Factory offers technical classes to help support you. For the more novice seamstresses, Stitch Factory offers social sewing classes. <http://www.stitchfactory.com/>

#### **About Project 150**

Project 150 meets the needs of over 1,100 homeless, displaced, and disadvantaged high school students through service to 34 high schools and FREE Shopping Boutique Days – allowing students to focus and stay in school through graduation and learn the skills necessary to succeed because *High School Is Tough Enough*. <http://www.project150.org/>

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For more information or to schedule an interview, please contact Tracy Fudge, Volunteer and Public Relations Liaison for the Las Vegas Prom Closet at [lvpromcloset@gmail.com](mailto:lvpromcloset@gmail.com) or 702-738-6095

Website: [www.LVPromcloset.com](http://www.LVPromcloset.com) Facebook: <https://www.facebook.com/LasVegasPromCloset>

LAS VEGAS PROM CLOSET AND  
DOWNTOWN PROJECT KIDS  
*present*

# Operation Glass Slipper

2014

**MAKING PROM DREAMS COME TRUE  
FOR GIRLS WITH LIMITED INCOMES**

COME AND PICK  
FROM OUR  
COLLECTION OF  
GENTLY USED  
DRESSES AND  
**TAKE ONE HOME  
FOR FREE\***



**SATURDAY, MARCH 22**

10AM TO 3PM

**THE STITCH FACTORY**

300 N. LAS VEGAS BLVD



**DOWNTOWNPROJECTKIDS**



*For more information:*

[facebook.com/LasVegasPromCloset](https://facebook.com/LasVegasPromCloset)  
[facebook.com/DowntownProjectKids](https://facebook.com/DowntownProjectKids)  
[facebook.com/StitchFactoryDT](https://facebook.com/StitchFactoryDT)

\*Bring your school identification

LAS VEGAS PROM CLOSET Y  
DOWNTOWN PROJECT KIDS  
*presenta*

# ¡Vestidos Gratis Para Prom!

2014

*Gratis también los zapatos, bolsas, y joyas*



Deja que el **ARMARIO DE PROM DE LAS VEGAS** te ayude a encontrar un vestido y accesorios seminuevos. Hemos recibido donaciones de vestidos para las niñas que quieren ir al prom pero no cuentan con el dinero necesario para un vestido nuevo.

**SABADO, 22 DE MARZO**

10AM HASTA LAS 3PM

**THE STITCH FACTORY**

300 N. LAS VEGAS BLVD



**DOWNTOWNPROJECTKIDS**

**Zappos**  
.com

**STITCH FACTORY**

**PROJECT 150**

*Para obtener más información:*

facebook.com/LasVegasPromCloset  
facebook.com/DowntownProjectKids  
facebook.com/StitchFactoryDT

\*Por favor lleva tu identificación de la escuela