



FOR IMMEDIATE RELEASE

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Contact: Katy Barrett
KB Marketing Associates, LLC
(860) 538-2633
katy@kbmarketingassociates.com

BEST CLEANERS PAIRS UP WITH PRINCESS & THE PROM!

Windsor, CT - With prom season around the corner, high school hallways are filled with gossip of dates, curfews, and - for girls – the all-important “what’s your dress look like” question. For some girls, the answer is not that easy. Considering the average high school girl and her family can easily spend more than \$500 on prom, some girls simply cannot afford to attend one of the most important days of a high school girl’s life. Luckily, Connecticut has Princess & the Prom, a non-profit organization created to provide free prom dresses to any high school girl who might not otherwise be able to afford one.

With the support of Best Cleaners, Princess & the Prom will host the 2011 Gown Giveaway Event at the Hilton Garden Inn in Windsor, CT Friday, March 25th to Sunday March 27th. Best Cleaners has been supporting the non-profit organization since 2009 by collecting, cleaning, and storing gently-worn formal dresses at all of their 11 locations throughout the state.

“We are thrilled to once again have the support of Best Cleaners”, says organization co-founder, Cheryle Podgorski, “They truly are a partner in our mission to help every girl feel like a princess and we are grateful for their involvement.” Best Cleaner’s involvement in the non-profit organization will help Princess & the Prom to provide dresses to the 600 girls attending the 2011 Gown Giveaway event. Attendance is free – all that is needed is pre-registration at www.Princessandtheprom.org and a current high school ID. Each girl in attendance is given a “personal shopper” to help her pick the perfect dress, as well as, accessories for the special event. For most, without this event, they would not be attending the most talked about event of the year.

“It is our goal that through providing dresses we can instill confidence in these girls”, says Podgorski, “We believe confident girls make confident women and confident women make a stronger community.” To learn more about the Princess & the Prom or to learn how to volunteer or donate much needed funds to the non-profit organization, please visit www.princessandtheprom.org or call 860.653.0227.

Princess & the Prom is a Connecticut non-profit organization created to provide free prom dresses to any area high school girl who might not otherwise be able to afford one. It is our goal that every girl has the opportunity to feel like a princess on the night of her prom! Founded in 2007, the program has helped over 1,000 girls get free prom dresses. www.princessandtheprom.org