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**For Immediate Release**

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## **Cinderella’s Closet Open March 24<sup>th</sup> and 25<sup>th</sup> This Year**

Annual event for discount formalwear and accessories ensures anyone can afford to look good at prom

WATERTOWN (March 21, 2012)—The Impossible Dream Thrift Store will host its annual “Cinderella’s Closet” event this Saturday and Sunday in the community room of the Watertown Urban Mission. All formalwear and accessories will be marked down to give every young girl the opportunity to look great at her prom.

“We are just thrilled to do this each year because of the smiles it puts on so many young girls’ faces to get a great look for prom at an extremely affordable price,” said Tammy Kirch, store manager. “Last year, we had 37 young ladies get outfitted here for prom and this year we have more than 100 dresses set aside in all colors and sizes.”

The Mission’s Community Room will be transformed into a boutique showroom with dresses, shoes, handbags, and accessories. Both Pine Cleaners and Nelson’s Dry Cleaning have thrown in discount coupons to have the outfits cleaned professionally before the big event. The showroom will be open from 9 a.m. to 6 p.m. on Saturday and noon to 5 p.m. on Sunday.

Dresses, normally just \$10, will be only \$8 and handbags, shoes and accessories are 20 percent off too.

“Last year, I helped a young lady find the dress of her dreams and it was such a great feeling,” said Erika F. Flint, executive director. “Her grandmother said the young girl had not yet found a dress that she liked, that fit her, or that they could afford, but because of the generosity of everyone who gives to the Impossible Dream, we had the dress that made this beautiful young lady glow with pride. We are so thankful for the gifts we receive because in turn, we use these items to uplift our neighbors.”

The Mission is still accepting gowns, dresses and all formalwear to be added to the showroom.

“If you have a bridesmaid dress, mother of the bride dress, an evening gown or even a prom dress that is just taking up room in your closet, you can make a difference in a young girl’s life by donating it,” Ms. Kirch said. “We do this event every year, but all year long we offer formalwear for every special occasion. And if you’re a young lady and you’re not sure you can go to prom, be like Cinderella and we’ll help you find the right dress.”

The Impossible Dream Thrift Store is a program of the Watertown Urban Mission, offering quality gently used merchandise at the best prices in the region. The sales at the thrift store support the work done at the Mission to directly help individuals in need right here in our own community. The store depends on the generosity of this community for its inventory which includes clothing, furniture, household goods, small appliances, electronics, books, toys and more. The tagline for the store is “Where Every Good Deal is a Good Deed for Your Community.”