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For Immediate Release

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Cinderella's Closet Open April 13th & 14th

Discount formalwear and accessories ensures anyone can afford to look good at prom

WATERTOWN (April 9, 2013) – The Impossible Dream Thrift Store will host its annual “Cinderella’s Closet” event on Saturday, April 13th and Sunday, April 14th, 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, or any event for which they would need a formal dress.

“Every year we see the joy that opening Cinderella’s Closet brings to so many young ladies. We help them go through so many great dress options for prom and help them find that perfect dress for an affordable price,” said Tammy Kirch, store manager. “We sell formal dresses throughout the year, but set aside many great dresses to ensure that this event is as successful as it can be to give every girl a chance to feel good about themselves for their special night.”

The store transforms the Mission’s community room into a boutique style showroom with dresses, shoes, handbags and other accessories. This year, many local businesses have chipped in as well, providing coupons and gift certificates to help these young ladies save even more on their complete prom experience. Our friends at Pine Cleaners, The Chop Shop Hair & Nail Salon, Thistle Head Salon, Alice Andrew Salon, and Marcy Spa & Salon have donated coupons, while Sassy’s Hair & Nail Salon, A New Attitude Salon & Spa, and Shear Perfection pitched in some gift certificates to be raffled off for free to girls who try on a dress.

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. Some items for young men will be available too, as the Mission hopes to expand this event for boys in need of formal clothing too.

“What’s truly amazing about this event is that it brings our community together to give these young ladies a chance to feel good about themselves without breaking the bank,” said Erika Flint, executive director. “We’ve done this event for several years now and it’s amazing to see the look on these girls’ faces when they find the right dress at an extremely affordable price.”

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.”

Cinderella’s Closet started in 2010 with the dresses being given for free. Only a handful of young ladies came for a free dress. Since putting the price on the dress, nearly 40 girls each year have come in each year and gotten a dress. The Impossible Dream Thrift Store is not only the lowest priced store around, but also in 2012 gave away nearly 30,000 items to individuals in need through the Mission’s Critical Needs Program. The store depends on the generosity of the community and all donations are needed.

The store accepts just about anything in good condition for resale, except major appliances, large exercise equipment, old computers, and items not permitted to be resold by law. **If you have any questions or would like to schedule a pickup for furniture in Jefferson County, call 782-0090..**