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For Immediate Release

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Cinderella’s Closet to Open Saturday for Two Weeks

Special Selection of Dresses and Formal Wear Available at Special Deals for High School Students Only

WATERTOWN (March 19, 2015)—The Impossible Dream Thrift Store will host its annual “Cinderella’s Closet” event for two weeks this year, starting March 21st, with a special section of the Dream featuring items donated specifically for this event and open to high school students only.

“Dignity and self-respect are important factors in emerging from life’s struggles,” said Erika Flint, executive director. “By making prom affordable, you are giving high school students an opportunity to enjoy this rite of passage with their peers and without shame. The dresses, formal wear and accessories which have been donated to this event are in many cases new and unworn, but in all cases a great deal.”

Dresses – both brand new and gently used – collected throughout the year, as well as shoes, jewelry, accessories, and some men’s formal wear will be exclusively available to students through this event at nominal prices, with the caveat, that if someone cannot afford even an \$8 dress, a voucher is available through your Mission’s Critical Needs program. Participants will also be eligible for special prizes, including local gift certificates.

“When this program started, the dresses were free, but only a handful of young ladies came in,” said Tammy Olivas, store manager. “What we’ve found is that by putting just a nominal price on the dress and other great items for prom, it adds a sense of accomplishment for the young women to say they bought their dress. This event has grown each year and this year we expect it to be our biggest yet with even more dresses and more options for men.”

Items in the closet include the wonderful donations made at Jefferson County Hospice’s Cinderella Ball on Feb. 28th and will be specially tagged and sold only to students, who will get access to these items and a 20 percent off discount by showing student identification, or a report card. Additionally, Pine Cleaners and Nelson’s Dry Cleaners have donated coupons to cut the cost of getting dresses and suits pressed and professionally cleaned.

“This year we want to add a new emphasis on the student coming in and choosing a dress or other item,” Mrs. Flint added. “We’ve received some wonderful donations and want to honor the intent of our generous donors who wanted to be sure this top notch selection was offered to students. We’re a store built on giving bargain hunters great deals, but as a program of the Mission, the Dream’s primary purpose is to meet the needs of the community.”

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 generous donations 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.”