



247 Factory St., Watertown, NY 13061 • (315)-782-8440 • (315)-782-0090

WatertownUrbanMission.com & Facebook.com/YourMission

For Immediate Release

Contact Morgan Spencer, Director of Development
Watertown Urban Mission 315.782.8440

Prepping for Prom! The Watertown Urban Mission Hosts Its Cinderella and Prince Charming's Closet Sale

Exclusive Sale Event of Donated Formal Wear and Accessories for High School Students Only

WATERTOWN, New York (February 15, 2018) – It is time once again for the Watertown Urban Mission and the Impossible Dream Thrift Store to host their Cinderella and Prince Charming's Closet Sale.

The sale features donated prom dresses, men's suits, shoes, and accessories at a very low cost. Items in the closet include donations made at Hospice of Jefferson County's Cinderella Ball and dresses donated to Bella Bridal on State Street in Watertown. The event is exclusively for high school students throughout Northern New York and a student with a student ID must be present for entry.

The sale is in the Watertown Urban Mission's community room, which transforms into a beautiful showroom complete with changing areas and festive decor. Shoppers can showcase their final decision on a lighted red runway. Participants will also be eligible for special prizes, including local gift certificates. Suits and dresses will be 8 dollars and shoes are 2 dollars. Accessories will range in price from 1 to 3 dollars. Both males and females are encouraged to come to the event.

The event will be held for 7 days, starting on Saturday, March 3rd, from 9 to 6. The hours for Sunday, March 4th, will be 12-5 and from March 5th through the 9th, the sale will be open from 9-6. For more information and updates, please visit our website at www.WatertownUrbanMission.com, or the organization's Facebook pages: www.Facebook.com/YourMission and www.Facebook.com/YourImpossibleDream.

"Paying for prom can be an unmanageable expense for many families," said Joanna Loomis, executive director of the Watertown Urban Mission. "This sale makes it possible for local students to go through this rite of passage, looking great and not breaking their bank."

If someone cannot afford a dress or suit, a voucher is available through the Mission's Critical Needs Program. For more information, please call 315-782-8440.

The Impossible Dream Thrift Store is the retail arm of the Watertown Urban Mission. The store offers quality gently used merchandise at very low prices. The sales at the thrift store support programs at the Mission that directly help individuals in need in our community. The store depends on the community's generous donations for its inventory which includes clothing, furniture, household goods, small appliances, electronics, books, toys and more. The entire community, inclusive of all income levels and walks of life, is encouraged to donate to and shop at the Impossible Dream, "Where Every Good Deal is a Good Deed for Your Community."