



### **For Immediate Release**

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## **Dressing for the Prom on a Budget: Cinderella and Prince Charming's Closet Sale**

WATERTOWN, NY (March 4, 2019) – Watertown Urban Mission and the Impossible Dream Thrift Store host Cinderella and Prince Charming's Closet. The two-day sale event takes place on Saturday, March 23, 9 AM – 6 PM and March 24, 12 PM – 5 PM at Watertown Urban Mission, located at 247 Factory Street in Watertown. The event is exclusive to high school students throughout northern NY; student ID is required for purchase.

Cinderella and Prince Charming's Closet features gently-used formal wear and accessories made available to students at low cost. Dresses and suits are priced at \$10, shoes \$2 and accessories \$1. The sale is held in the Community Room of Watertown Urban Mission, which transforms into a beautiful showroom complete with changing areas and a lighted runway. The sale is open to teens – male and female – who are preparing for the prom.

"Purchasing formal attire is out of reach for many families," said Dawn Cole, executive director of the Watertown Urban Mission. "This exclusive sale makes it possible for all local students to look and feel their best for one of the most defining experiences of young adulthood – the high school prom." Students who cannot afford a dress or suit are encouraged to contact the Mission's Critical Needs program at 315.782.8440, extension 240.

The event is sponsored by Bella Bridal, Hospice of Jefferson County's Cinderella Ball and individual donors and friends.

*The Impossible Dream Thrift Store is the retail arm of Watertown Urban Mission. The store offers quality used merchandise at low prices. Store sales support programs at the Mission that directly help individuals in need in our community. Inventory is provided through generous donations of clothing, furniture, household goods, small appliances, 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."*