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Walnut Avenue Women's Center

Press Release

INVITATION FOR SANTA CRUZ COUNTY GIRLS TO SHOP FOR A FREE PROM DRESS

For many area teenagers, a reduction in family spending will mean that plans for a fairytale prom won't be a reality.

Throughout February & March donations of new and gently-used prom dresses were collected throughout Santa Cruz County and cleaned free of charge thanks to the generous support of Classic Cleaners in Santa Cruz. Pamela Whittington, owner of Classic Cleaners, has teamed up with the Walnut Avenue Women's Center, Comerica Bank, Yvonne's of Capitola, Santa Cruz City Councilmember Tony Madrigal and other volunteers to collect dresses, clean them, and distribute them to area teenagers who would otherwise be unable to afford a dress for their high school prom. This year we even had a generous donation of 20 new dresses directly from Hollywood fashion designer Bianca Nero.

Young ladies are invited to come shop for your free prom dress from 10am-4pm on Saturday, April 10, 2010 at the Walnut Avenue Women's Center, 303 Walnut Avenue in Santa Cruz.

If anyone has questions or would like to help please contact

Classic Cleaners (831) 423-2630, classiccleaners6109@sbcglobal.net

Councilmember Tony Madrigal (831) 295-2518, tonymadrigal@gmail.com,

Cheryl Glover of Comerica Bank at (831)768-1383, cglover@comerica.com.

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