

For Immediate Release

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YWCA and Collage Designer Consignment Host Prom Palooza 2014

BIRMINGHAM, AL., March 7, 2014 --- The YWCA Central Alabama's donation-based boutique, My Sister's Closet, along with Collage Designer Consignment and 99.5 The Vibe, is hosting Prom Palooza 2014 for in-need high school students on Saturday, March 8, from 9:00 a.m. until 1:00 p.m. at 700 Montgomery Highway, Suite 106, Vestavia Hills, AL 35216.

For many years, My Sister's Closet at the YWCA has given away prom gowns to girls truly in need. This year, they wanted to make the event even more special for the girls, so they have partnered with Collage Designer Consignment to make it a spectacular event by combining Collage's annual gown event with My Sister's Closet's gown giveaway. Some customers will receive vouchers for a free gown, but anyone can get a great looking prom gown for just \$19.95. All proceeds from the gown sales go to My Sister's Closet.

The Thursday night prior to Prom Palooza 2014, Collage Designer Consignment and My Sister's Closet hosted a special preview party to the public with an entry donation of \$20, all of which went to My Sister's Closet. For their \$20, patrons got first pick of the gowns, "swag bags" for the first 100 and giveaways from surrounding businesses. There were salons on site to demonstrate hair and makeup styles for prom.

The concept for My Sister's Closet began when the YWCA started a shelter for victims of domestic violence. Many of the clients who came to the shelter fled with only the clothes on their backs, so the YW began a small boutique for these women. My Sister's Closet not only meets the basic clothing needs of our clients but also provides appropriate clothing for clients to wear to job interviews and to wear to work. Clients are referred to us by the counselors in area shelters and are given "gift certificates" to enable them to shop, free of charge, for the clothes and accessories that they need.

About the YWCA

The YWCA Central Alabama is a United Way organization that is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. For over 110 years, the YWCA Central Alabama has been responding to the needs of women, children and families. The YW's programs and services serve women, children and families by providing: affordable child care for families; child care and after-school enrichment programs for homeless children; affordable housing; a broad array of domestic violence services; and social justice programs. For more information, please visit www.ywcabham.org, www.facebook.com/YWCACentralAlabama and www.youtube.com/ywcentralal or follow @YWCentralAL on Twitter.