

A powerful voice for foster children

TEEN GIRLS in L.A. FOSTER CARE SYSTEM TO GET FREE PROM DRESSES, SHOES and ACCESSORIES at 11TH ANNUAL GLAMOUR GOWNS EVENT SATURDAY, MARCH 24 and SUNDAY, MARCH 25, 2012

The Glamour Gowns Committee, CASA of Los Angeles, Chinese Laundry, Masquerade, S.H.A.R.E. Inc, Procter & Gamble, L.A. City Councilwoman Jan Perry and Supervisor Mike Antonovich Team Up to Provide Dresses and Accessories for Young Ladies in Need

Los Angeles, CA – March 21, 2012- Teen girls in the Los Angeles foster care system will be outfitted with free prom dresses, shoes, and accessories on **Saturday, March 24 and Sunday, March 25, 2012**. The event to be held at the Los Angeles Convention Center is put on by the Glamour Gowns committee in conjunction with CASA of Los Angeles (Court Appointed Special Advocates) and is sponsored by partners such as philanthropic organization S.H.A.R.E, Inc., women's shoe manufacturer Chinese Laundry, L.A. City Councilwoman Jan Perry and others.

Now in its 11th year, *Glamour Gowns* is an annual event that provides formal attire to any prom aged young woman in the Los Angeles foster care system. Thus far, *Glamour Gowns* has provided more than 5,000 dresses to young women who may not have otherwise been able to receive them. More than 350 young ladies will receive dresses this year. Donated dresses are brand new, as are the shoes, accessories and foundation items that each young lady receives.

New to the giveaway this year, is a “pop-up salon” provided by Studio DNA Salons. In partnership with Procter & Gamble professional products, a team of stylists will volunteer their services at 16 hair and makeup stations.

There are more than 25,000 children under the jurisdiction of the dependency court in Los Angeles County and more than 18,000 live in foster care. Financial circumstances often may not allow for “non-essential” yet important items like prom dresses or attire for formal dances. *Glamour Gowns* seeks to create lasting, positive memories for milestone events like proms, in the lives of young ladies who have often endured and overcome difficult circumstances.

“We often take for granted such milestone events as formal dances and proms. Dressing up allows these young women to see their own beauty and goes along way to building self-confidence and boosting their self-esteem. If we can make a child in foster care feel special – even for a day, it's worth it,” says *Glamour Gowns* committee chairperson Jennifer Parker-Stanton.

The *Glamour Gowns* event is produced and managed entirely by a committee of eleven dynamic professional women who volunteer their time and resources.



CASA

Court Appointed Special Advocates
FOR CHILDREN

CASA OF LOS ANGELES



MASQUERADE



Panache[®]
superbra



A powerful voice for foster children

Members of I.A.T.S.E. Motion Picture Costumers Local 705, Costume Designers Guild Local 892 and Theatrical Wardrobe Union Local 768 donate their time to help each young lady find the perfect dress. A team of seamstresses volunteers for the day to help each young lady achieve the proper fit of her dress. A volunteer who serves as a “personal shopper” assists each young lady.

This year’s items and services are donated by apparel and beauty industry entities including: Chinese Laundry, DesignerKaren, Jenette Bras, Masquerade formal wear, Neutrogena, Procter & Gamble professional products, Shiraleah, Studio DNA and others.

The Glamour Gowns Committee

Jennifer Parker-Stanton, Michaela Pereira, Cortez Wilkes, Tracee Maxwell, Sandi Romero-Boada, Karen Braverman-Freeman, Joanne Solov, Sue Marshall, Brenda Galloway, Stacy Horn and Lauren Tobin.

About CASA

The Court Appointed Special Advocates program of Los Angeles (CASA) provides severely abused, neglected and abandoned children who have been removed from their homes and placed in the Dependency Court system with a highly-trained, dedicated and supportive volunteer who advocates on their behalf in the court system and in the community. CASA of Los Angeles is a 501(c)3 non-profit organization.

Tax ID#: 95-3890446. For more information, visit www.casala.org or call 323.526-6666.

About Chinese Laundry

CHINESE LAUNDRY was launched in 1981. With groundbreaking styles season after season, Chinese Laundry lives at the forefront of fashion footwear for young women. Chinese Laundry is the perfect combination of outstanding quality and value with a unique and inspired point of view. For more information, visit www.chineselaundry.com

About Jenette Bras

Jenette Goldstein, a nationally recognized bra fit expert featured by everyone from *InStyle* magazine to the Wall Street Journal, opened her boutique JENETTE BRAS in 2009. The niche lingerie store whose slogan is: the alphabet starts at 'D', specializes in traditional bra fitting and offers a wide selection of full cup European bras and swimwear. JENETTE BRAS has recently opened a second location in Old Pasadena. For more information, visit www.jenettebras.com

About Masquerade

DJ Bronson, a Los Angeles based Special Occasion dress manufacturer, is proud to participate in CASA’s Glamour Gown Giveaway by donating current Masquerade Prom dresses for the event. Masquerade Prom Dresses have been a part of the Glamour Gown Giveaway for the past four years.

A powerful voice for foster children



About S.H.A.R.E., Inc.

SHARE, Inc. is a non-profit philanthropic organization composed of women who are passionately dedicated and committed to raising funds for the developmentally disabled, abused, and neglected children. For more information, visit www.share4children.org.

About Studio DNA

Studio DNA is a full service retail salon founded by Danny LeClair and Aubrey Loots. With two locations (Santa Monica and L.A.), services include hair, makeup, image consulting and retail therapy. For more information, visit www.studiodnasalon.com

For media-related inquiries or to learn about donation and sponsorship opportunities, please contact:

Lauren Tobin
Panther PR
(818) 988-8864
(310) 780-1818 (cell)
lauren@pantherpr.biz

###