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Press Release

**FOR IMMEDIATE RELEASE**

March 31, 2023

**Cinderella’s Closet Prom Boutique**

**Opens April 15 at LACASA Collection**

High school students can shop for formalwear at vintage prices during the Cinderella’s Closet Prom Boutique, which opens April 15 at the LACASA Collection, LACASA Center’s charity resale store in Howell.

LACASA Center hosts this eco-friendly event annually for high school teens during prom and homecoming seasons. New and gently-loved gowns, dresses and suits are offered in a variety of sizes and styles for just $25. All proceeds from the boutique benefit programs for teens at LACASA.

Formalwear featured during the boutique is donated by individuals and retail businesses from the community in support of providing special occasion attire for teens at an affordable price. Students in need of scholarships are encouraged to speak with one of the lead sales associates.

Cinderella’s Closet provides teens with a unique shopping experience and includes awareness information about issues that affect teens. Guests receive self-esteem and self-empowerment messaging about how to enjoy their special night.

“This is not just a shopping event, but also an awareness event,” said LACASA’s Youth Prevention Educator Morgan Russ. “Teens receive information about ways to empower themselves and to make their own choices on memorable nights like prom and homecoming celebrations.”

LACASA Center provides educational programs throughout Livingston County high schools to raise awareness about issues impacting teens, including identifying controlling behaviors and establishing healthy relationships.

Cinderella’s Closet opens at the LACASA Collection on Saturday, April 15, at 10 a.m. and runs through Saturday, April 22, 2023. Store hours are Monday through Saturday from 10 a.m. to 6 p.m. and Sunday from 11 a.m. to 4 p.m.

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The LACASA Collection is located at 120 W. Highland Road, Howell, in the Kroger Plaza. Nearest crossroads are North Michigan Avenue and Oak Grove Road.

Teens who shop the event can enter drawings for a variety of salon services and products donated by Minerva’s Salon and Wellness Spa in Brighton.

People who are interested in donating formalwear for Cinderella’s Closet—now or throughout the year—can contact Snedicor’s Green Earth Cleaners at www.snedicors.com/donations/. Snedicor’s generously provides donation pickups and cleaning of formalwear for LACASA’s prom and homecoming boutiques.

Cinderella’s Closet is for high school teens only, and shoppers will be asked to show student IDs upon purchase. For more information about this event, visit [www.lacasacenter.org/cinderellas-closet-prom/](http://www.lacasacenter.org/cinderellas-closet-prom/)

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**ABOUT LACASA:** This independent, locally based nonprofit provides more than 35 programs and services under one roof for victims and survivors of child abuse, domestic violence and sexual violence. All services for abuse victims and their families are provided at no charge. Generous donations from members of the community make this possible. LACASA Center is a 501(c)3 organization. Learn more at lacasacenter.org.