



The Princess Project Enabled 2,300 Girls Attend Prom in 2007

Bay Area Businesses and Individuals from Across the State Contributed to the Effort

SAN FRANCISCO (June 12, 2007) – The Princess Project, a Bay Area non-profit organization, provided prom gowns and accessories to 2,300 high school girls during the 2007 prom season. The dresses were distributed, free-of-charge, to high school girls that could not otherwise afford them during fun-filled ‘dress giveaway’ events this spring. Since The Princess Project began in 2002, over 7,300 girls have received dresses and accessories through Princess Project giveaway events.

Corporate and individual donors from across the state helped The Princess Project meet its goal. Approximately 130 in-kind sponsors donated resources including dry cleaning, event supplies and décor, dresses, accessories, and items for the annual silent auction. The Princess Project was able to create awareness with girls about its services through community partners including, Girls For A Change, Girls Inc. of Alameda County and GirlVentures.

“With the help of local businesses, The Princess Project is able to promote self-confidence and individual beauty by providing free prom dresses and accessories to high school girls who cannot otherwise afford them,” said this year’s event chair, Wanda Cole-Frieman. “We are so grateful for all of the support we received this year and thank our sponsors for enabling us to continue our mission.”

Each year, millions of high school students across the country get ready to participate in one of the traditional American rites of passage - the prom. Unfortunately, for many students, the prom is an unforeseeable reality due to the rising costs; a formal dress easily tops \$200 and tickets for the event at some schools cost more than \$100 or more per couple. At the same time, ladies’ closets across the country are home to evening gowns and bridesmaid dresses worn for one special event and not touched since. Thus, The Princess Project was born.

To learn more about The Princess Project, visit www.princessproject.org for additional details.

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About The Princess Project

Entering its sixth year, The Princess Project is a 100% volunteer-run effort that provides free prom dresses and accessories to San Francisco Bay Area high school girls who could not otherwise afford them. The Princess Project collects new and “nearly new” formal dresses and accessories from women, girls, and companies throughout the Bay Area, and distributes them free of charge to Bay Area teens at a fun-filled event in the spring.

The Princess Project began in February 2002 in a casual conversation between a high school girl from one of Coro Northern California’s youth programs and Coro staff members Kristi Smith Knutson and Laney Whitcanack. Knutson and Whitcanack quickly realized there are many girls who are unable to attend prom due to the expensive costs of dresses and accessories, while many friends and peers have dresses from weddings and parties that are unused. Wanting to match this resource with the need of the girls they knew, an email was sent to a short list of friends, asking for dress donations. The word quickly spread and from the overwhelming response they received The Princess Project was created. The word spread and The Princess Project continues each year.

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Girls For A Change
Girls Inc. of Alameda County
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