



National Council of Jewish Women **PITTSBURGH**

CONTACT:

Katie Urich, Communications Consultant
NCJW Pittsburgh
kurich@ncjwpgh.org

FOR IMMEDIATE RELEASE

March 22, 2019

Annual Project Prom Giveaway Serves 312 Local Teens

PITTSBURGH, PA --- Last week, 472 volunteers helped 312 high school students find the prom gown of their dreams at NCJW Pittsburgh's Project Prom boutique at Thriftique, the organization's resale shop in Lawrenceville. Project Prom is a collaboration between NCJW Pittsburgh and the Allegheny County Department of Human Services, which gives away brand new prom gowns, shoes, and accessories to teens who receive a free or reduced-cost lunch at school, as well as children of veterans or active military personnel. The program aims to boost the confidence of young people by giving them the opportunity to have the same rite of passage experience as their more privileged peers.

In a survey administered by NCJW Pittsburgh, one volunteer said, "So often we just focus on meeting people's bare minimum for survival when we give. But people need joy and a little sparkle in their lives to really thrive."

Teddi Horvitz and Leah Kamon were the co-chairs of the event. Meredith Brown is NCJW Pittsburgh's Manager of Program and Operations, and Lynn Tomasits is Director of Retail Operations. Tonia Caruso is Assistant Director and Shelli Luchs is the Events and Donations Coordinator of the Allegheny County Department of Human Service's Office of Community Relations.

###

[Click here to download images from the event.](#)