

Operation Prom Begins Dress Collection

Written by Dave

Tuesday, 11 October 2011 00:00



White Plains, NY - Want to help a young girl's dream come true? Donate a formal dress and make a high-school senior's special moment happen.

Recognizing that many young girls cannot afford all the expenses associated with a school prom, Operation PROM helps low-income students take part in the timeless tradition by providing free dresses (and tuxedo rentals for boys). It has since expanded to help less fortunate students with regular donations of food, clothing and school supplies. It also provides mentoring to students in need.

"The inability to afford a gown or a tuxedo shouldn't hold any one back from having a memorable prom experience," said County Executive Robert P. Astorino "That is why I encourage all Westchester County residents to search their closets and ask family and friends to donate any formal attire they no longer use to Operation PROM."

Operation PROM has had tremendous success pairing students from low-income backgrounds with a beautiful gown or tuxedo.

"The 2010 – 2011 season was our best yet," said Operation PROM founder Noel D'Allaco. "We were able to collect 3,200 dresses and arrange discounted tuxedo rental for boys. Many businesses provided free or discounted hair and makeup vouchers for students as well."

For the seventh year, organizers will collect donations and new or gently worn prom dresses from individuals and businesses and distribute them to students throughout Westchester at a special event in the spring co-sponsored by the Westchester County Department of Social Services.

The program helps hundreds of teens who live in shelters, group homes or very low-income households attend their prom at little or no cost. To request a free prom dress or tuxedo, students must be passing all their classes and be recommended by their guidance counselor, as well as meet the requirements such as financial need.

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If you wish to donate a prom dress, use this check list to determine if your dress is prom-appropriate:

- Prom, bridesmaid or formal gowns (short/long)
- Trendy and fancy, not older than three years old
- Free of damage and excessive stains
- No long sleeves or velvet

Please note, dresses must appeal to a 16-18 year old. Operation PROM accepts sizes 0-26+ (plus size dresses are in high demand.) Operation PROM also accepts tuxedos, evening bags, jewelry and shawls. No shoes please.

2011-2012 drop-off locations in Westchester

Life Cleaners

300 Nepperhan Avenue, Yonkers

Store Hours

Mon, Tue, Thu, Fri

7:15 a.m. - 6:00 p.m.

Wednesday

7:15am - 7:00 p.m.

Saturday

7:30am - 4:00 p.m.

State Farm Insurance, Lisa Vitiello Agency

282 White Plains Road, Eastchester

Mon-Fri 9 a.m.-5 p.m.

Rye Ridge Cleaners

265 South Ridge Street, Rye Brook

Mon-Fri 7 a.m. - 6 p.m.

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Monetary donations are also needed and will be applied to costs associated with the prom, school supplies or tuxedo rentals for boys. Checks can be made payable to Operation PROM, and mailed to P.O. Box 924, Bronxville, NY 10708. Be sure to include your name and contact information.

For more information on how to donate a prom dress or to make a charitable contribution, go to www.helpprom.org.