



For Immediate Release

Contact: Sondra Hines  
704-395-0011 (media only)  
Contact: Janine Davis  
704-608-1739 (media only)

## **Girl Talk Foundation, Inc. Serves Record Number Of Girls at 2009 Prom Project Announces Survey Results from Event**

CHARLOTTE, N.C. – April 24, 2009. Girl Talk Foundation, Inc. released survey results from its 7<sup>th</sup> annual Prom Project, an event that attracted **double the number of girls from previous years**. Due to this overwhelming response, the organization was forced to extend the Prom Project boutique time by two hours 10:00 a.m. to 4:00 p.m. on Saturday April 4, 2009 at ImaginOn: The Joe & Joan Martin Center, 300 E. Seventh Street, Charlotte.

Prom Project offers girls a selection of new and slightly used formal dresses as well as accessories donated to deserving young girls (who must pre-register). In all, roughly 1,200 dresses were collected. Remaining gowns and accessories were donated to Charlotte's Salvation Army Center of Hope women and children's homeless shelter. "This was by far one of the biggest turnouts from girls for the Prom Project and I am so thrilled the girls not only walked away with a dress, but also a boost in their self-esteem and life lessons on social grace, etiquette and safety," says Janine Davis, Founder and Executive Director of Girl Talk Foundation, Inc.

Survey results from the 2009 Prom Project include 500 dresses donated to girls, an increase of **50%** girls compared to 2008. Other results include:

- **96%** of girls said they gained lots of information from the Prom Project etiquette classes and rated the classes as either "very helpful" or "really good"
- **95%** of girls said they found a dress
- **83%** of the girls said they experienced a boost in their confidence level and preparedness for attending the prom after the Prom Project event
- **73%** of the girls said that finding a dress will allow them to attend the prom
- **55.5%** said they needed etiquette pointers
- **51%** of the girls' major concern with attending prom was the cost of the dress
- **13%** said they didn't have anyone to take them shopping

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With assistance from students from The Art Institute, girls shopped in a makeshift boutique after completing an etiquette class where they received tips on hair and make-up. Teens also modeled in a mini-fashion show throughout the day and received gift bags from SoftSheen-Carson and Dr. Miracles.

Over the past six years, Girl Talk Foundation, Inc. has collected 2,000+ gowns serving nearly 1,000 young ladies in need. Many of the recipients of the dresses are girls participating in Girl Talk programs and attending Charlotte-Mecklenburg Schools.

**About Girl Talk Foundation, Inc.**

Girl Talk Foundation, Inc. is a character-building program for girls ages 11-16 whose mission is to empower young girls to become leaders of tomorrow. Girl Talk offers five programs for young girls including an 11-week curriculum, "Tailoring Teens For Success". Programs are designed to encourage positive and critical thinking, build character and develop leadership skills. Girl Talk Foundation, Inc. impacts nearly 700 teen girls annually through its various programs.

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