



PRESS RELEASE - FOR IMMEDIATE RELEASE

### **Junior League of Waterloo-Cedar Falls Helping Make Prom More Affordable**

The Junior League of Waterloo-Cedar Falls (JLWCF) is helping make prom more affordable through their annual Prom's Closet event, sponsored by Q 98.5 and K 92.3. JLWCF collects new and gently used prom dresses throughout the year and hosts a sale selling the formal wear for \$20, removing a barrier that may prevent teens from attending their prom. Annually, this event offers hundreds of long and short formal dresses in a variety of sizes. Formal shoes are sold for \$3 and accessories, including purses and jewelry, are only \$1. In 2024 the League is expanding its offerings to formal wear such as tuxes, suits, ties, bow ties, and all dress shoes! All proceeds from each sale go directly to the Junior League of Waterloo-Cedar Falls to support one part of their mission of having a meaningful community impact through volunteer action, specifically improving the lives of area teens. The League also gives vouchers for free formal wear to those of prom age in foster care.

JLWCF needs your help more than ever to grow the inventory. While there is a need for formal wear of all sizes and styles, there is a specific need for dresses size 0-2 and 18+ as well as suits, dress shirts, ties, bow ties, dress pants, shoes (men's and women's). New or gently used donations can be dropped off at the Junior League of Waterloo-Cedar Falls Office at 2530 University Ave. Waterloo (M-F, 8am-5pm outside the JLWCF office door), at Hy-Vee on Logan Ave., Milroy's Tuxedos, or other arrangements can be made by contacting [jlwcfpromscloset@gmail.com](mailto:jlwcfpromscloset@gmail.com).

Individuals or businesses can sponsor formal wear and it would be offered at random for free or make a general financial donation to the event by going online at [www.jlwcf.org](http://www.jlwcf.org) or mail checks to PO Box 568 Waterloo, Iowa 50704 and note Prom's Closet and whether the money is to purchase formal wear for someone at the event or a general donation to the event. All donations should be made by March 2, 2024.

The sale will take place on Friday, March 1, 4-8pm and Saturday, March 2, 10am-1pm at Crossroads Mall (Waterloo), 2nd floor (food court entrance). Cash or credit card accepted. This event is open to all communities and individuals looking for formal wear.

"We are so excited to be hosting our 13th annual Prom's Closet event! Each year, our members look forward to volunteering at the event to help teenagers in the Cedar Valley community and surrounding communities find their dream dress. The excitement when someone finds "the one" is truly unmatched. Our League is also very excited to now be providing additional formal wear to allow even more teenagers the opportunity to attend prom at an affordable cost! While we understand there are many other costs associated with prom, we are happy to assist with one of the largest barriers." Danica Haas, President of Junior League of Waterloo-Cedar Falls.

For more information or to donate online, please visit [www.jlwcf.org](http://www.jlwcf.org).

The Junior League of Waterloo-Cedar Falls is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

#### **Media Contact:**

Ashley Lang  
[jlwcfmarketing@gmail.com](mailto:jlwcfmarketing@gmail.com)  
319-239-7801  
[www.jlwcf.org](http://www.jlwcf.org)