

## MEDIA ADVISORY

### CINDERELLA PROJECT RECOGNIZES VANCOUVER YOUTH SUCCEEDING IN THE FACE OF INCREDIBLE ODDS

*“Shine bright, be grateful for all your opportunities and challenges, follow your heart and give back in some way, someday, to another beautiful girl just like you.”*

**Vancouver, BC** – The above is an excerpt from a note, packed neatly with a plum dress donated by a total stranger to The Cinderella Project this year. On Sunday, March 3, 2013 The Cinderella Project cordially invites members of the media to witness dreams come true for over 150 of Vancouver’s at-risk youth at the 14<sup>th</sup> Annual Lower Mainland Cinderella Project Boutique Day.

**Boutique Day recognizes outstanding youth succeeding in the face of overwhelming odds, including extreme poverty, violence at home, parental drug abuse, mental or physical handicap, and critical illness. This year, The Cinderella Project will recognize the achievements of these exceptional youth, outfitting them to join their peers on graduation day.**

Over the past 14 years, The Cinderella Project has made it possible for over 2500 students to attend their graduation festivities with pride. This year, over 150 students will gather at the Vancouver Renaissance Hotel Harbourside to pick their outfit from a selection of suits, gowns and accessories, and receive tips for grad hairstyles and make-up. It is truly remarkable how one day of unconditional encouragement and positive mentorship can have a significant, long-term impact on a participant’s life.

The Cinderella Project is about so much more than a dress or suit. It is the promise that if these students can persevere through their situation, there will be a tangible reward, and a team of over 300 volunteers and mentors cheerleading them the whole way.

It is these random acts of kindness, like a letter of inspiration included with a donated dress, and the selfless contributions from the Lower Mainland community, and hundreds of volunteers that can make all the difference in the lives of youth who have, for the most part, lived invisible lives.

**Members of the media are invited to attend and experience Boutique Day. Participating students, several “Fairy Godparents” and Project founder Heather MacKenzie will be available for interviews. For further information, visit our website at [www.thecinderellaproject.com](http://www.thecinderellaproject.com).**

**What:** The Cinderella Project Boutique Day  
**When:** Sunday, March 3<sup>rd</sup>, 2013  
**Media are invited to attend from 8:30 – 10:00am only**  
**Where:** Lower Ballrooms, Grand Foyer Vancouver Renaissance Harbourside Hotel  
1133 West Hastings Street, Vancouver  
**RSVP/Info:** Dorothy Joyce: [djoyce@shaw.ca](mailto:djoyce@shaw.ca) (778-886-6000, 604-247-1388)  
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