

## PRESS RELEASE

### **THE CINDERELLA PROJECT ROLLS A RED CARPET TO HONOUR 150 AT-RISK HIGH SCHOOL GRADUATES**

*Boutique Day 2014 marks the 15<sup>th</sup> anniversary of The Cinderella Project and welcomes the program's 3000<sup>th</sup> student*

**Vancouver, BC** – On Sunday, March 2, 2014 150 at-risk Lower Mainland, Sunshine Coast and Sea-to-Sky Corridor students will be honoured for overcoming incredible personal, health and financial odds to make their graduation goals a reality. As Hollywood celebrates its best and brightest this weekend, The Cinderella Project rolls out its own red carpet for the 15<sup>th</sup> annual Boutique Day.

**Coming on the heels of Anti-Bullying Week, Boutique Day recognizes outstanding youth succeeding in the face of incredible odds, including extreme poverty, violence at home, parental drug abuse, mental or physical disabilities, and critical illness.** In converting a ballroom at the Marriott Renaissance Hotel Harbourside into a fashion boutique with thousands of dresses, suits, shoes and accessories, students are outfitted to join their peers on graduation day.

Boutique Day 2014 will welcome The Cinderella Project's **3000<sup>th</sup> student** to the program. In just a decade and a half, the project has not only empowered in-need students to attend their graduation festivities with pride, but has also distributed over \$55,000 in Achievement Awards to help students defray the cost of post-secondary education. In addition, the project has provided students with 20 laptops to support their technology needs and 30 full hairdressing scholarships courtesy of Vancouver-based Future Hair Training Centre.

A non-profit, fully volunteer-run organization, The Cinderella Project counts on the support of over 300 volunteers and mentors and the generous contributions of dedicated community partners to make Boutique Day a success.

**Members of the media are invited to attend and experience the magic of Boutique Day. Participating students, several "Fairy Godparents" and Project co-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 2<sup>nd</sup>, 2014  
**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  
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