



FRIDAY, MARCH 5, 2010 6:00 PM

PERMALINK EMAIL

NY, NJ & CT, Brides New York

Donate your old bridesmaid dresses to a good cause



Courtesy of 57 Grand

If your former bridesmaid dresses haven't seen the light of day since...well, the wedding day, then it's time to part ways for a good cause. Bridesmaid dress line 57Grand, in conjunction with Revlon and Operation PROM, will be collecting donated dresses to give to New York area girls who can't afford a

prom dress. Gently worn garments can be dropped off daily from 11 a.m. to 7 p.m. at 57Grand's showroom (250 West 39th Street, 8th Floor) from March 9-13. (And if you're not in the New York area, you can [ship your dresses](#).) Then, on March 30, local girls in need and in good academic standing will get to choose the dress of their choice at Operation PROM's "Prep for Prom" event.

The first 100 women to donate will receive a complimentary Revlon lipstick and bottle of nail polish. For more information about Operation PROM visit helpprom.org. —Amanda Dennis, Editorial Intern, *Brides New York*

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