

# Anton's kicks off prom dress drive

The high price of a prom dress has long kept some girls from going to one of the most important social events of the school year. And because of these tough times, prom night may now seem an even more distant dream.

**Anton's Cleaners**, which has locations in Tewksbury and Wilmington, wants to make sure deserving girls have a prom dress. To make that happen, Anton's is proud to kick off its sixth annual Belle of the Ball prom-dress collection drive on February 1, 2010 and continuing through April 1.

"Belle of the Ball's purpose is to make sure any girl who wants to attend her prom can do so in an elegant gown, regardless of her ability to afford it," said Charles A. Anton, president of Anton's Cleaners. "The goal of Belle of the Ball has always been to provide beautiful, trendy dresses to girls who need them, which we have been able to do for hundreds of young women through the years."

The dresses can be any size, but must be damage-free, only "gently worn" and cannot be more than 3-4 years old. The prom dresses are collected and drycleaned at no charge

by Anton's Cleaners and in mid-April, a "boutique" takes place at Simmons College in Boston, where girls will "shop" for free dresses.

Since attendance is by "invitation only," students must be pre-qualified by guidance counselors, teachers and social service agency personnel, who refer junior and senior high school girls to the program. Last year, close to 2,000 dresses in a variety of colors, styles and sizes were displayed. More than 350 girls attended the boutique, enabling almost every young woman who participated to find a dress that was just right.

At the boutique, a volunteer personal shopper under the direction of local fashion expert Mary Lou Andre, author of the book "Ready to Wear" and founder of the Web site, [www.dressingwell.com](http://www.dressingwell.com), will assist each participant in finding the perfect dress. In addition, the boutique will feature hair and make-up specialists who will provide advice to each girl.

Dresses can be dropped off at any Anton's Cleaners. 44 stores or Jordan's Furniture's four store locations. Much like Anton's highly successful Coats For Kids program, the

collection effort will be coordinated with high schools, colleges and corporate partners. Companies and schools interested in participating in the event should contact Danielle DiGiovanni at 1-800-659-0069 ext. 26 or by e-mail at [danielle@grahamcomm.com](mailto:danielle@grahamcomm.com).

Building on the success of the past five years, Anton's Cleaners is once again working with its promotional partners, FOX25 and radio stations KISS-108 and JAM'N-94.5. Corporate partner Jordan's Furniture is also returning. This year's supporting partners include Boston Women Communicators, Enterprise Bank, Graham Communications, Junior League of Boston, Mary Lou Andre's [www.dressingwell.com](http://www.dressingwell.com), Simmons College, WOW Balloons and the Young Black Women's Society, among others

Anton's Cleaners is a family-owned business with 44 stores in eastern Massachusetts and southern New Hampshire, and recipient of the Massachusetts Family Business Award. To find an Anton's Cleaners near you, visit [www.antons.com](http://www.antons.com).

