

BUSINESS

Prom dress drive underway

Anton's Cleaners is asking Lexington residents to look in their closets for a gently worn prom dress that can be donated to Belle of the Ball.

The sixth annual Belle of the Ball prom dress collection program runs through April 1.

"We're asking everyone with a prom dress they would like a young woman to enjoy to donate it, either by dropping it off at their local Anton's Cleaners or Jordan's Furniture," said Charles A. Anton, president of Anton's Cleaners. "By donating a gown, you are helping deserving high school girls, who otherwise could not go to her prom."

In Lexington, prom dress-

es can be dropped off at the 384 Waltham St. store.

"We appreciate every donated prom dress," said store manager Lynda Araujo.

The dresses can be any size, but must be free of damage, only "gently worn" and cannot be more than 3-4 years old. The prom dresses are dry cleaned free of charge by Anton's, and in mid-April, a "boutique" takes place in Boston where girls will "shop" for free dresses.

Attending the event is by "invitation only," and students must be pre-qualified for the program by guidance counselors, teachers and social service agency personnel. At the boutique, volunteer personal

shoppers assist each participant select the perfect dress.

Anton's Cleaners is working this year with many partners, including FOX-25, KISS-108, JAM'N-94.5, Jordan's Furniture, Junior League of Boston, Simmons College, Young Black Women's Society, and many area businesses, colleges and high schools.

Businesses and schools interested in helping with Belle of the Ball, either by collecting dresses, assisting with the boutique, or making in-kind donations of shoes, purses and other accessories, should contact Danielle DiGiovanni at 1-800-659-0069, extension 26, or danielle@gramcomm.com

