



**Press Release – FOR IMMEDIATE RELEASE**

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**Prom Project Niagara is Back on Saturday May 6th, 2023!**

**St. Catharines, Ontario – April 6, 2023** Since 2009, over 3,500 students have received free formal wear for their proms, grads, or formals through the Education Foundation of Niagara's Prom Project Niagara. This one-day fun and free formal wear extravaganza opens its doors to all Niagara students from any school or school board graduating from grade 6, 8 and 12.

The Education Foundation of Niagara is a registered non-profit charity led by a Board of Directors and an in-office team of two, works to remove barriers so that students can reach their full potential and vision a community where students can access all the opportunities that school life offers. Through the work of achieving this vision, the Foundation knows firsthand that there are families struggling to make difficult decisions every day and wants to help by making sure that choosing between paying a household bill or buying an outfit for their child to attend a school celebration like Prom or Graduation, isn't one of them. More than that, they aim to create an inclusive setting while doing so - a space where families can feel celebrated, students can feel special, and everyone can have a positive experience.

From inception, community donors, volunteers, sponsors, and partners have been the heroes of this event. The event is powered by volunteers from an organizing committee to seamstresses to volunteers who help students to find their perfect outfit and more. All the inventory housed in the Prom Project Niagara closet - such as dresses and suits, shoes, ties, jewelry, and accessories - come from the generosity of individuals, organizations, and local businesses across the community. The event is also powered by support from community-minded organizations such as title sponsors PenFinancial Credit Union as well as Johnson Insurance, Switzer Carty, Kinsmen Canada, Pen Centre and Nana Balloonista – some of whom are even donation drop-off locations!

**This year, Prom Project Niagara is being held at three locations from 9:30am-2:00pm:**

- St.Catharines Collegiate 34 Catherine Street, St. Catharines
- West Niagara Secondary School Beamsville Campus, 4317 Central Ave, Beamsville
- Fort Erie International Academy, 7 Tait Ave, Fort Erie

Students with accessibility concerns are asked to contact [efn@dsbn.org](mailto:efn@dsbn.org) to arrange a private shopping experience at the St.Catharines location before doors open to the public or after the event at a pop-up location launching mid-May (e-mail with "Attention: Prom Pop Up" in the Subject for details!). For more information on Prom Project Niagara, please follow Prom Project Niagara and the Education Foundation of Niagara on social media! For other Foundation programs or questions, please visit [www.efnniagara.dsbn.org](http://www.efnniagara.dsbn.org) or e-mail [efn@dsbn.org](mailto:efn@dsbn.org).