



Media Contact:
Lindsay Gifford
(843) 252-1477
jslb.publicity@gmail.com

FOR IMMEDIATE RELEASE

Junior Service League of Beaufort Sixth Annual Prom Boutique Resounding Success
Nearly 75 Local Girls Find the Perfect Prom Dress

Beaufort, South Carolina – March 12, 2017 – The [Junior Service League of Beaufort](#) (JSLB) hosted its sixth annual Prom Boutique yesterday (Saturday, March 11th) from 11 a.m. to 4 p.m. at YMCA of Beaufort.

They ladies of Junior Service League rolled out the red carpet for the young ladies of Beaufort County today. Members hosted 30 V.I.P. attendees for a specialty hour where they were given first choice on racks upon racks of beautiful dresses. Each young lady left with her very own special dress, jewelry and accessories, as well as makeup, nail polish, and a choice of either a free hair styling session for the night of prom or a bra from Kalon and Company. The hair styling sessions were donated from Bangs Salon, Cirque 1838 Salon, and HairPlay Salon & Color Bar. The bra was courtesy of Kalon and Company. Both were totally FREE.

The event then opened up to any junior or senior in Beaufort, Jasper or Hampton counties for their own Cinderella moment. Another 45 ladies attended and nearly all left with beautifully colored, shimmery dresses. “We are so excited to continually grow this every year. This year we had more deserving young ladies during our V.I.P. hour and we’ve given away more dresses than ever. Due to the gracious donations of the ladies of Beaufort county, our dress collection has grown so we could extend this opportunity to young ladies in Hampton County and reach further than ever.” –Missy Nelson, JSLB Prom Boutique Co-chairwoman.

Since 2011, JSLB’s Prom Boutique has helped girls in Beaufort and Jasper counties experience the magic of finding the perfect prom dress. In past years, over 60 girls have attended the event where they are able to choose from a wide variety of new and gently used formal dresses, accessories and jewelry at no cost. JSLB members serve as personal stylists for the girls, helping each to pick the perfect gown and complete her look. And this year, JSLB is excited to expand the opportunity to Hampton country students as well.

“The event is so emotional. It feels amazing to see the reaction of the girls as they finally find the perfect dress. Our JSLB members—their personal stylists hand-picking dresses with the girls that fit their personality and style,” said Meghan Meehan, co-chairwoman of the Prom Boutique.

About Junior Service League of Beaufort

JSLB is a nonprofit organization founded in 2005 dedicated to supporting and enriching the lives of women, children and families in the Beaufort County community. Since its founding, the league has donated more than \$125,000 and provides regular volunteers to organizations such as the Child Abuse Prevention Association and Citizens Opposed to Domestic Abuse. JSLB also hosts an annual blood drive in the winter, a free prom dress boutique in the spring along with an annual fundraising event. For more information, please visit www.jslbeaufort.com.