



Press Release
For Immediate Release

MIDLOTHIAN, VA – We are excited to announce the launch of Cinderella Dreams 2024. Since 2006, we have partnered with Puritan Cleaners, Westchester Commons, local media companies, area businesses, community volunteers, and various non-profit organizations to help hundreds of teens fulfill their prom dreams at little or no cost to them!

We are proud to partner with Puritan Cleaners as a year-round collection location with a focus on donations during January and February. Please visit the Puritan Cleaners [website](#) for locations to donate formal dresses. Additional locations to donate dresses, shoes, and accessories are on the Cinderella Dreams [website](#).

Amazing dresses and accessories will be available during our March shopping events located in Westchester Commons. High schoolers can shop alongside a fairy godmother to select a dress and accessories for a suggested donation of \$5 to help the cause.

As a 501(c)3 organization we are thankful for our community champions. Please visit our website to see how you can help as an individual through volunteering, as well as individual and corporate sponsorship opportunities.

In 2023, we collected over 2,500 dresses and 500 teens in the greater Richmond area found the dress of their dreams! Additionally, we donated dresses to St. Joseph's Villa, Appomattox Regional Governor's School, the Appalachia region, and other smaller prom dress events in the area. We are excited to see what the generosity of the RVA community will bring to the 2024 event.

2024 Shopping Hours

March 8th: 4:00pm - 7:00pm

March 9th: 9:00am - 12:00pm

March 23rd: 9:00am - 12:00pm

March 24th: 10:00am - 1:00pm

Storefront located at Westchester Commons (Former Glow Golf Location)
301 Perimeter Drive. Midlothian, VA 23113

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Cinderella Dreams Mission

Educating and empowering teens through planned events and drives with the express goal of building confidence, self-esteem, and leadership skills with an ultimate goal of providing a positive foundation in life.