



GOOD NEWS FOUNDATION

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Wendy Burch, Chairperson, The Good News Foundation (310) 428-7365

The Good News Foundation Helps Create a Whole New Look for Dress 4 Success

*~Women of Los Angeles Television News & California Closets Partner with
Dress 4 Success Los Angeles for a Closet Make-Over of their Downtown LA Location~*

Los Angeles, CA – March 2008 – The Good News Foundation, is proud to partner with California Closets to provide Dress 4 Success in Los Angeles, a hard working, non-profit charity, with an ‘extreme make-over’ of its downtown LA location. For years, Dress 4 Success has been providing economically disadvantaged women with the kind of wardrobe they need to enter the professional workforce. The organization receives thousands of articles of clothing annually—including a substantial donation each year from a clothing drive conducted by the working women behind Los Angeles television news. Until now, however, Dress 4 Success was, literally, becoming buried by its own success. The volunteers were having difficulties finding the room to sort, stack and hang the donations that were coming into their small loft space located in the heart of LA’s garment district.

That’s when The Good News Foundation came up with a great idea. Dress 4 Success was in need make-over... one that would help them organize as well as maximize their small space of just 800 square feet. So the ‘Good News Girls’ hung their hopes that they would meet someone who could help make a difference for Dress 4 Success. **Leslie Seigel**, owner of California Closets in Orange County, was just the woman for the job. After being approached by **Christine Devine**, co-chair of The Good News Foundation, Seigel generously agreed to design the plans and install custom racks, shelves and drawers—a renovation totaling more than \$25,000. Her talented team from California Closets transformed the Dress 4 Success’ work space... into a real showplace.

“At California Closets we know how the right space can create new opportunities... new space to breath... space to grow... space to create your most authentic and satisfying life,” says **Leslie Seigel**, Vice-President of Marketing for California Closets. “By partnering with The Good News Foundation we believe we’ve created an expanding new space where Dress 4 Success can expand their imagination of personal growth.” Leslie went on to add that working with the women of The Good News Foundation has been particularly rewarding. “They have such a positive spirited energy and this is such a fulfilling charity to be a part of.”

According to **Wendy Burch**, Founder and Chairperson of The Good News Foundation, Dress 4 Success was a ‘perfect fit’ for their non-profit organization. “We have the clothes—they have the network in place to get them in the hands of the women who can use them the most.” Burch went onto explain that donating to Dress 4 Success is right in line with the Foundation’s mission of helping those who are in need in the communities that the television journalists cover on a daily news basis. However, after realizing that Dress 4 Success needed more than just the clothes, they needed somewhere to put them, the ‘good news girls’ were thrilled when **Leslie Seigel** agreed to step out of her closet and into theirs. “Her willingness to donate the materials and the manpower for the closet installation overwhelmed us and shows what can be done when community minded people ‘hang’ together,” says Burch.

(more)

PAGE TWO

The Good News California Closet for Dress 4 Success
News Release

For **Janet Lavender**, Executive Director for Dress 4 Success, the new closet is a dream come true. “I felt like my prayers had been answered. The makeover has been long overdue. I thank God for people like Leslie Seigel and the members of The Good News Foundation for seeing a need and doing something about it. Now Dress 4 Success can serve thousands more clients and give them the dignity and feeling that they get when they shop in a major Department Store.”

The Dress 4 Success organization is well-known for providing suits to women returning to or entering the workforce. Each Dress 4 Success client receives one suit when she has a job interview and additional apparel when she becomes employed. Although their mission has expanded, the suiting program remains a crucial part of their work and a vital first-step in a disadvantaged woman’s journey toward self-sufficiency.

This week also marks The Good News Foundation’s second annual ‘Clean Sweeps Clothing Drive.’ During the first week of April, the women of Los Angeles television news are encouraged to clean out their closets and give their old anchor suits and reporter clothes new life by donating them to Dress 4 Success. Last Spring, the working journalist at seven local Los Angeles television newsrooms combined to donate more than 2,000 professional wardrobe pieces. The items added up to one of the largest single-day donations ever for Dress 4 Success in Los Angeles and will help them in their suiting program. This year, the clothing drive is expanding and the newswomen are also encouraging their male colleagues to donate their suits, sports jackets and ties to the Dress 4 Success men’s suiting program.

###

Dress 4 Success is a 501(c)3 not for profit organization founded in 1996 by Janet Lavender whose mission is to promote professional development for low-income women and men of Los Angeles and surrounding communities. Dress 4 Success provides career clothing, career counseling, mentoring, seminars and workshops that give the tools and skills necessary to succeed in meaningful employment.

www.dress4success.org
jlavender@dress4success.org
(213) 629-3537

The Good News Foundation is a 501(c)3 charity founded by the Women of Los Angeles Television News and is dedicated to making a positive difference in the communities we cover on a daily news basis.

www.TheGoodNewsFoundation.org

California Closets
5921 Skylab Road, Huntington Beach, California
42-210 Cook Street, Palm Desert, California
www.californiaclosets.com
sseigel@calclosets.com
(714) 899-4905

(more)

PAGE THREE

The Good News California Closet for Dress 4 Success
News Release

We are proud to announce 'The Good News California Closet for Dress 4 Success' will be dedicated on Monday, March 31st and will bring together the community volunteers, the corporate contributor, and the city's leading journalists—who have all joined forces to make some 'good news' in the greater Los Angeles communities.

The Dedication of The Good News California Closet for Dress 4 Success will take place

Monday, March 31st 2008
1:00pm-1:30pm

WHERE

THE DRESS 4 SUCCESS LOS ANGELES HEADQUARTERS

(located inside the Merchant's Exchange Building)

719 SOUTH LOS ANGELES STREET

372

LOS ANGELES, CALIFORNIA 90014

213-629-3537

DIRECTIONS:

Exit 6th Street off the 110

Head East

Turn Right on Los Angeles

Cross over 7th Street—building on your right

SUGGESTED PARKING:

Merchants Exchange Building Parking

(between 711 & 713)

\$7.00 parking fee

(limited metered spaces available on Los Angeles Street)

**LIVE TRUCK WILL BE ALLOWED FREE PARKING IN THE LOT
ADJACENT TO THE MERCHANTS EXCHANGE BUILDING PARKING**

PHOTO/INTERVIEW OPPORTUNITIES:

**News Crews will be provided with a DVD with professionally shot video
showcasing what the closet looked like "before" for your unrestricted use**

**8x10 Photos showing the "before" and "after" will be prominently
displayed as well as offered to News Crews on a CD**

- Disadvantaged women who participate in the Dress 4 Success Program will be present at the dedication and available to share their stories
- Women new to the Dress 4 Success program will be present and will be looking through the new racks, selecting professional clothing for upcoming employment opportunities
- Volunteers and representatives from this non-profit will be on hand to answer questions.
- Board Members from The Good News Foundation available for interviews including: Wendy Burch, Christine Devine, Pat Harvey, Dorothy Lucey & Ana Garcia as well as other leading female journalist From Los Angeles television stations.
- Representatives from California Closets will be available for interviews regarding their donation