



--News Release--
For immediate release

RAISING HOPE, SWAPPING STYLE

What:

Tricia Cromwell, Wardrobe Consultant/founder of Trust in Tricia, is known for her savvy clothing swaps, called Style Swaps. Her Style Swaps are now coming full circle to what they are all about- giving back. Tricia is using the clothing leftover from her last 2 Swaps and volunteering her services to set up the 3rd Annual Pop Up Shop on May 9th, where Project Hope's women in need can come pick out clothes to build their professional wardrobes and get styled by Tricia. Last month Tricia is hosted a Fashion Education Workshop on Professional Dress for Project Hope's Speakers Bureau, and then will complete the lesson by dressing and styling the women at the Pop Up Shop for their annual Rise and Shine breakfast appearances. This will ensure the women who make up the Speaker's Bureau are feeling and looking their best at the Rise and Shine breakfast where they will tell their success stories, as well as afford the rest of Project Hope's women in need the opportunity to update or create their own professional wardrobes.

Who:

Tricia Cromwell works to help empower women through fashion and ensure they regain the confidence they need by looking and feeling their best. Project Hope's vision is rooted in the concept of transformation, the process through which women gain the tools, self-esteem and confidence necessary to take control of their lives and develop the courage to seek a better future. Project Hope primarily serves very low income, single mothers with young or school-age children and who are challenged by poverty, homelessness, lack of education and histories of violence. Project Hope helps these women develop the tools and confidence needed to take control of their lives and seek a better future for their children. Breaking the cycle of poverty enables them to serve as role models for their children, and leads many women to become powerful catalysts for community change. Through the Speakers Bureau, women engage in public speaking opportunities to ensure the voices of those who experience homelessness and poverty are heard in the public arena. Dorchester's own Love's Cakes & Pastries will also be in attendance with their delicious desserts to fuel the ladies for their day of shopping.

Why:

Project Hope's women need professional clothing to aid them in job searches, maintaining professional roles and for overall confidence boosters. Tricia sets up this pop up shop each year because she says "I feel they deserve to have the same choices others more fortunate have at the mall- able to walk into almost any store, choose from items they like and be assisted by a sales associate; as opposed to being handed a random box or bag of clothing that may or may not be their size, taste or even in good condition and free of stains and tears."

During this Pop Up Shop event Tricia will also style Project Hope's Ambassadors/Speakers Bureau in outfits they will wear to their annual Rise and Shine Breakfast fundraiser June 9th at the Boston Harbor Hotel. Each year the women get excited for the breakfast as it is a chance for them to get all dressed up, but often times this is a tough task for everyone as they do not often have the appropriate wardrobing resources. Tricia met with the women in April, educated them on professional dressing, and then will style them at the Pop Up Shop in head to toe outfits so they are confidently and stylishly prepared for this year's Rise and Shine Breakfast fundraiser.

When/Where:

Saturday, May 9th, 2015 10:00 am- 1:00 pm
Project Hope 550 Dudley St Roxbury, Ma

Contact:

This event is not open to the public, however press coverage will be permitted and appreciated to raise awareness for the cause. To inquire about Press Passes or for an interview, please contact Tricia Cromwell at 857 244.0532 or at tricia@itrustintricia.com.

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