

FOR IMMEDIATE RELEASE:

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Donate Clothes and Get Paid

Napa, CA, September 10, 2008 – Napans can clean out their closets this fall and actually get paid for it—in more ways than one. Participants in the upcoming Second Chance Celebration: Clothing Drive and Grand ReOpening Saturday September 20 to benefit First Impressions Napa Valley will have the satisfaction of improving the self-image of low-income women seeking employment in Napa County simply by donating clothes at the event.

First Impressions is a volunteer-based local organization providing low-income women the necessary tools to make a great first impression: professional clothes and accessories, image consultation, and health care services. Even casual clothing for men, women and children can help the cause thanks to Lolo's. The St. Helena consignment store will sell select items collected that day and donate the proceeds, plus 10%, back to First Impressions. Both First Impressions and Lolo's have guidelines for donations.

Lolo's Consignment Criteria Men, Women & Children's Clothing

- ✓ Current season (fall and winter)
- ✓ We favor [name brands](#)
- ✓ Manufacturer's label needs to be on garment
- ✓ No spots, stains, pulls
- ✓ Current or classic styling
- ✓ No men's suits or bridal
- ✓ New or barely worn
- ✓ On hangers or neatly folded

First Impressions Donation Guidelines Women's Apparel Only

- Business/Work appropriate attire
- Stylish, not too trendy
- New or barely worn
- Jewelry, Shoes and Handbags

If your closet clean-out doesn't fit the bill for First Impressions or Lolo's, but the items are still in clean, wearable condition, bring them anyway. The event sponsors will deliver them to Community Projects. Either way, you'll get paid by the pound for your donation in the way of a spa services gift card (up to \$20). Donations accepted by First Impressions will earn double rewards. Event co-sponsor, the Napa Premium Outlets, will help fill closets again with new clothes bought at big discounts with a free VIP shopper's book given to all who donate.

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Second Chance is a first-time event with annual aspirations. "The women supported by First Impressions need a second chance in so many ways. Knowing about First Impressions, and wanting to help, got me thinking that many of our friends and day spa clients have closets full of clothes too fabulous to just sit there—So we're asking our Napa neighbors to give their favorite clothes a second chance and give a disadvantaged woman a second chance, too." says Amanda Escobio-Lewis. The long-time day spa owner and Nationally Certified Massage Therapist explains that her own downtown business is getting a second chance, as well. "We're changing our business name from Amanda's to Napa Massage & Bodycare; that's a second chance we are celebrating."

If closet cleaning has you sore and tired, this event will ease your pain with free chair massage, wine, snacks and the chance to win a \$100 shopping spree at the Outlets. 1834 First St. Saturday September 20 3 p.m. - 7 p.m.

Learn more about First Impressions, *Enhancing the Professional Image of Women Job Seekers in the Napa Valley*, at www.firstimpressions.org. Event details at www.napamassage.com. Hosted at the Welti Wellness House by Napa Massage & Bodycare, 1834 First Street, 252-7079.

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