

NEWS RELEASE
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WARDROBE FOR OPPORTUNITY HOSTS SECOND ANNUAL FALL FASHION EVENT

Wine tasting and runway production to feature George Zimmer as Keynote Speaker

OAKLAND, Calif., September 18, 2006 – [Wardrobe for Opportunity](http://www.wardrobe.org), the nonprofit organization that provides business clothing and career support to low-income Bay Area jobseekers, is **hosting its second annual ‘Power of Change’ fashion event at the historic Rotunda building in downtown Oakland on October 26 from 6:00 to 8:30 p.m.** The show will feature clients as models and benefits the organization’s efforts to help low-income jobseekers secure employment and become economically independent.

The Fall Fashion Event, which carries a theme of ‘The Power of Change,’ celebrates the success of past clients of Wardrobe for Opportunity, acknowledges the generosity of the organization’s supporters, and highlights the transformative power of clothing. A special award will be given to The Men’s Wearhouse in honor of their clothing contributions since 2004 totaling over \$200,000, which have enabled Wardrobe for Opportunity to develop a highly successful men’s professional dressing program.

“It is incredibly powerful to see our clients walk down the runway with the confidence and self-esteem that they gain from receiving professional clothing and working with Wardrobe for Opportunity volunteers,” said Nicole Levine, Wardrobe for Opportunity’s executive director. “This event allows us to share the excitement and transformation that happens every time we work with a jobseeker, and to thank our community for helping us to make this kind of impact.”

The cost of admission is \$40 in advance and \$50 on the day of the event. Tickets can be purchased at www.wardrobe.org or by calling (510) 463-4100 ext. 0. In addition to the Fashion Show which will feature Wardrobe for Opportunity clothing, the evening will include live music, wine tasting from local wineries Dashe Cellars, JC Cellars and Lost Canyon Winery, hors d’oeuvres donated by restaurant B located in Old Oakland, and a chocolate fountain. A silent auction will include a Tiffany’s jewelry set, dinner for

four at an Oakland Firehouse, sports memorabilia, and an assortment of fantastic trips. A raffle will feature a jewelry set from Lori Bonn Design's Luxe line and an Oakland A's luxury suite. Funds raised from this event will support Wardrobe for Opportunity's mission to help jobseekers overcome the barriers that may prevent them from becoming employed.

Wardrobe for Opportunity clients receive the red carpet treatment from the minute they enter the doors of the organization's boutique-style facilities. Volunteers serve as image consultants, fitting and suggesting outfits that are business appropriate, but maintain the client's personal style. At the end of the clients' hour long appointment, they are provided with enough clothing, shoes, and accessories to make a strong impression at their interview. Once a client receives a job, they can return to Wardrobe for Opportunity for a 'working wardrobe' which provides enough business attire to dress, from head to toe, for their first few weeks on the job.

Once the female clients secure employment, they are eligible to take part in WFO's seven-session Pathways to Opportunity program which provides them with the skills needed to keep their new jobs, advance their careers and stay on the path to self-sufficiency.

Wardrobe for Opportunity serves the Bay Area, with dressing locations in downtown Oakland and Pleasant Hill. WFO also has seven drop-off locations across the East Bay that accept work-appropriate clothing donations. A list of the donation sites can be found on Wardrobe for Opportunity's website at www.wardrobe.org.

For more information on sponsorship opportunities or participating in this event, please contact Nicole Levine at (510) 463-4100 ext. 10 or nlevine@wardrobe.org. To purchase tickets, please visit www.wardrobe.org.

The Fall Fashion Event sponsors include: The Men's Wearhouse; Sitzmann Morris & Lavis; Renoir Staffing Services; Jenkins Athens Insurance; Bishop-Wisecarver Corporation; Cooper, White & Cooper LLP; Community Bank of the Bay; Kaiser Permanente; The Financial Times.

Media sponsors include: Bay Area BusinessWoman; KTVU FOX 2; Oakland Magazine; and the East Bay Business Times.

Major In-Kind sponsors include: Restaurant B; Lori Bonn Designs; Oakland A's; Pinnacle Printing; and The Chocolate Mess.

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About Wardrobe for Opportunity

Wardrobe for Opportunity is a volunteer-based, nonprofit organization that provides professional clothing and career support to low-income jobseekers in the Bay Area. Our services provide jobseekers with the self-confidence, self-esteem, and skills to find employment and advance their careers. Working in partnership with over 100 community agencies, hundreds of clothing donors and 200 active volunteers, we are helping individuals build fulfilling and self-sufficient lives with unlimited possibilities for themselves and their families. WFO is part of [The Women's Alliance](#), a national organization of independent community-based members who provide professional attire, career skills training and related services to low-income women seeking employment. To learn more about Wardrobe for Opportunity please visit www.wardrobe.org or call (510) 463-4100.

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