



News Release

The Society for Safe and Caring Schools & Communities
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The Fashion Event to Prevent Bullying

Women interested in buying designer clothing *and* preventing bullying and youth violence can do both at a special fundraiser for the Society for Safe and Caring Schools & Communities (SACSC). For two days only, The Fashion Event Corporation will open its fully-stocked boutique to the public, and a portion of the proceeds will go directly to SACSC. Donna Blundell, the Society's executive director, couldn't be happier. "Because SACSC is a not-for-profit organization, we are always looking for sources of funding that will help us continue providing bullying and violence-prevention programming to schools and communities," Donna says. "The Fashion Event is a fun and exciting way to do this."

The Fashion Event, which will be held at Barnett House, 11010 142 Street, Edmonton, will be open from 10 a.m. to 8 p.m. on May 8 and 10 a.m. to 5 p.m. on May 9. Admission and parking are free, and SACSC staff will be working at the event. "This provides a chance for people to learn about the Society as they shop," Donna says. "If they want to know about the programs their purchases will be funding, we'll be right there to answer any questions."

Current SACSC programs include a cyberbullying prevention workshop for parents and educators, a relational aggression project designed to help students stop gossip, rumours and social bullying in their schools, and community workshops that help parents and youth mentors model and reinforce positive behaviour. These programs are available to any school or community across Alberta.

The concept of a portable clothing boutique was developed by Annella and Amy Wasserman, the mother-daughter team behind The Fashion Event Corporation. Shoppers at this event will find women's clothing in a wide range of sizes from a variety of designers, as well as many brands that can't be found in local shops. The clothes are displayed on racks, dressing rooms are available, and shoppers can pay with cash, credit or debit cards. Aside from the fact that it only opens a few times a year at different locations, The Fashion Event is like any other high-end boutique. The fashions can be previewed online at www.thefashionevent.com. For more information about The Fashion Event or SACSC programming, phone 780-447-9487 or visit www.sacsc.ca.

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