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MEDIA ADVISORY

- WHAT** Take Back the Prom: Outfit Donations
- WHEN** Sunday March 31, 2019 – Sunday June 30, 2019
- WHERE** Designated Drop locations found on the campaign website page
- DETAILS** DoSomething is running the largest youth-led drive for prom formal wear in the country this year, because all students deserve to enjoy prom. With the average student spending more than \$1,100 on prom, many cannot afford to attend.
- The donations made by volunteers across the country will help give students in need the prom experience they deserve. In exchange for the generosity of the volunteers, DoSomething will be granting a \$2,000 scholarship to four individuals who have contributed to the campaign (one chosen each month).

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DoSomething is a digital platform powering offline actions amongst young people across the globe. DoSomething is mobilizing young people in every US area code, encouraging volunteering, social change and civil action.

For more information on the donation process visit: dosomething.org