



NEWS RELEASE

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PANTY PROM TO AID WOMEN'S COMMUNITY HOUSE

LONDON, ON – Diann Vail's Fairy Godmothers have struck again...this time, in the form of a Panty Prom. An underwear/pajama drive for women and children who seek shelter at Women's Community House is underway. Collection centres are set up across the city and items can be dropped off until the main event – the Panty Prom, scheduled for September 21, 2006.

"Our goal is to donate eleven hundred pairs of panties and/or pajamas," said Fairy Godmother, and Panty Prom chair, Erin Mitchell of Clarica Financial Services. Twenty-five drop off points are located around the city including Goodlife Fitness Centres for Women (a complete list of locations can be found at www.pantyprom.com). "Women and children are starting their lives over, often with nothing but the clothes on their backs; we want to give them a small boost by providing basic needs."

The Fairy Godmother initiative, inspired by Oprah Winfrey, was conceived by Diann Vail's Women's Conferences and has helped various local and national charities over the past three years. Each Fairy Godmother is given one hundred dollars to grow and their creativity and compassion has aided many local and national charities over the past three years.

The Panty Prom is an opportunity to re-live your high school years...while helping a good cause. Tickets are \$35.00 and include DJ Chris Riddolls, hors d'oeuvres, silent auction, and door prizes. Tickets can be purchased online at www.pantyprom.com or by calling 519-691-0218.

"There's nothing like a new pair of underwear to give you an ounce of confidence. If we can offer someone a little comfort and encourage their empowerment then we have done well," said Panty Prom co-chair, Jennifer Murray of The Nimble Assistant.

The collection of items will accumulate until September 20th. Goods will be presented to representatives of Women's Community House at the Panty Prom, which will be held at Robinson Hall's Thorny Devil Bar, 398 Talbot Street, London.

"London's Business Community has embraced our cause. Everyone loves the idea and are keen to contribute," said silent auction co-coordinator, Tracy Harvie of It's About Time. Other businesses helping with the Panty Prom include A Pole Lot of Fun, Oak House Design, Web Lite Designs, and Base 1 Imaging.

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