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ANNOUNCING EVIE'S BOUTIQUE

School of the Arts Opens Fairy Godmother Prom Shop Today

Rochester, NY – School of the Arts’ juniors and seniors will have an opportunity to shop until they drop at the Grand Opening of *Evie’s Boutique* today. *Evie’s* is an exclusive dress shop offering beautiful new and gently used prom dresses, shoes, jewelry, and accessories at deeply discounted prices. Located in the administrative wing, *Evie’s Boutique* will be open after school and during lunch so that students can shop and select their prom night outfits. Students can choose to either rent or buy their dream outfit at a fraction of what it would cost to purchase them at traditional retail outlets. All proceeds benefit the SOTA senior and junior classes and help support year-end class activities.

The store is the brainchild of Evelyn Castello, SOTA Project Administrator. For months, she has been using her own funds to shop online and build an inventory for the boutique. This became important to Ms. Castello when she learned that many students never attend SOTA’s prom because of the high costs connected with preparing for it. Ms. Castello believes every girl should look and feel beautiful on prom night and that the perfect “dream-look” could easily become a reality by applying smart shopping techniques to prom preparation.

SOTA also received donations to stock *Evie’s Boutique* from staff members, RCSD employees and other people in the community who heard about the project and wanted to lend their support. The shop sells all sizes from extra-small to plus size.

School of the Arts is nestled in Rochester’s Neighborhood of the Arts. It serves city school students in Grades 7 through 12 and offers traditional academics complemented by an arts-based curriculum. For more information, contact Adele Fico, Arts Center Director at 585-242-7682 ext. 1551.