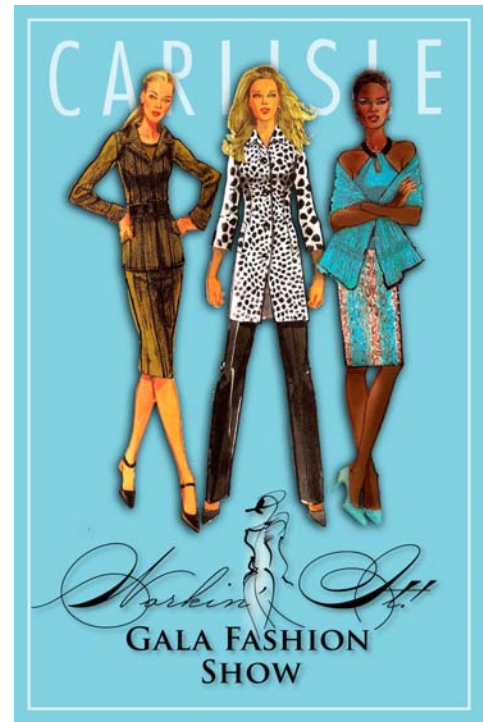


**FOR IMMEDIATE RELEASE:**

CONTACT: Amie Bossi  
Connections to Success  
Phone (314) 333-4490 ext. 110  
Fax (314) 333-4499  
Email: [abossi@connectionstosuccess.org](mailto:abossi@connectionstosuccess.org)  
[www.connectionstosuccess.org](http://www.connectionstosuccess.org)

**Spring Runway Show is “Workin’ It!”  
To Fight Poverty in St. Louis**

ST. LOUIS, MISSOURI, MARCH 18, 2008 – The “Workin’ It!” Gala Fashion Show and fundraiser to benefit Connections to Success and Dress for Success® Midwest will be held Saturday, April 5, 2008 at 555 Washington Avenue in downtown St. Louis. Doors open at 6:30 PM; runway show starts at 7:30 PM.



Don't miss this night of fun and fashion to support Connections to Success, celebrating its 10th Anniversary of service to low-income women and men in the greater St. Louis area. Connections to Success welcomes back Karen Foss, honored KSDK-TV news anchor and VP of Public Relations for Ameren Corporation, as guest MC for the event. Ms. Foss hosted the first Dress for Success® fundraising event, helping to launch the organization in St. Louis 10 years ago.

**FASHION SHOW:** The runway show will feature designer apparel from the Spring 2008 Carlisle Collection with accessories from Ann Taylor and Bronx/Diba Shoes. With the city skyline as a backdrop, the show follows a group of sexy, city women as they play on the weekend, suit up for the workweek and get gorgeous for a night on the town.

**MAKEOVER:** To kick off the night we will introduce the Connections to Success client who was selected to receive a makeover from our team of stylists and lifestyle sponsors. Be there to see the results of the makeover revealed in the style of “Extreme Makeover” on TV.

**DONATIONS:** Everyone attending the show is encouraged to help Dress for Success® restock its closets by bringing or wearing an extra fashion accessory to the show. The Fashion Police will be collecting handbags, scarves and jewelry items at the door.

**AFTER PARTY:** The VIP After-Party hosted by Pearl Vodka will be held at J. Buck's new downtown location at 1000 Clark Avenue after the show.

**TICKETS:** Tickets are \$35 for General Admission and \$100 for VIP and After-Party. Call (314) 333-4490 ext. 110, or purchase tickets online to [workinit.eventbrite.com](http://workinit.eventbrite.com).

FOR IMMEDIATE RELEASE

Page 2

SPONSORS: Ameren Corporation, Ann Taylor, Bronx/Diba Shoes, Carlisle Collection, Dieter Pauwels International, J. Buck's, Keller Creative, Kellwood, KEZK, St. Louis Homes & Lifestyles Magazine, St. Louis Magazine, Spa Winghaven, SWEAT, The Design Source Limited, Villa Farotto, and many more.

CONNECTIONS TO SUCCESS: Connections to Success is a local nonprofit whose vision is to "break the cycle of poverty, one family at a time." Founded in 1998, Connections to Success has become "the source" of help for thousands of poor, underprivileged, uninsured and underinsured people whose family resources are so scarce that there is literally nowhere else to turn. Many people are familiar with Dress for Success®, which is one of their programs. Dress for Success® has provided donated suits for over 25,000 women to wear to job interviews.

CONTACT: Amie Bossi  
Connections to Success  
Phone (314) 333-4490 ext. 110  
Fax (314) 333-4499  
Email: [abossi@connectionstosuccess.org](mailto:abossi@connectionstosuccess.org)  
[www.connectionstosuccess.org](http://www.connectionstosuccess.org)

-END-