

Buy My Dress is Back!

www.buymydress.ie



Issue: Immediate

Ireland's largest one day charity dress sale – **Buy My Dress** - returns on May 20th with same-day events happening in Dublin (Royal College of Physicians, D 2), Cork (Cork School of Music, Union Quay) and Galway (Meyrick Hotel, Eyre Square) from 10 am – 9pm with an admission fee of €10.

The Down Syndrome Centre's award-winning campaign began in 2009 with the charity inviting Irish women of all shapes, sizes and backgrounds to donate a lightly-used dress which they no longer wore to help them reach their target of selling 1,000 dresses in a day. Their efforts resulted in almost 1,500 dresses being collected and sold; 35K raised for the charity and the title of Fundraising Campaign of the Year awarded to Down Syndrome Centre.

Buy My Dress extends its reach in 2010 with concurrent events taking place in Dublin, Cork and Galway and welcomes Kellogg's Special K as its title sponsor. Peter Mark will once again allow the public in Dublin, Cork and Galway to use its salon network as drop-off points for dress donations and Unislim will be supporting the event by running an in-class dress collection for members.

In addition, a large number of credit unions in Dublin, Cork and Galway have agreed to act as drop-off points for dresses and will leave a branded **Buy My Dress** collection bag in the corner of their outlets (see www.buymydress.ie for a list of BMD drop off points).

The charity will be approaching companies with large female workforces to collect dresses in the workplace and independent boutique owners to make a donation from old stock.

The event received popular support last year from many of Ireland's well-known women including An Tanaiste, Mary Coughlan, Minister Mary Hanafin, Senators Fiona O'Malley, Ivana Bacik and Frances Fitzgerald, Amy Huberman, Victoria Smurfit, Maria Doyle Kennedy, Mary Black, Marian Keyes, Lisa Cannon, Lisa Fitzpatrick, Elaine Crowley and Nuala Carey.

Buy My Dress will once again be appealing to Ireland's "ladies in the limelight" to show similar support and all those who donate, corporates, boutiques and well known people will be listed on the event website at www.buymydress.ie

ENDS

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