

MEET EACH NEED WITH DIGNITY



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PHOTO & TV OPPORTUNITY

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Low-income teens get more than a dress for prom

(Pacoima, CA) – MEND -- Meet Each Need with Dignity knows the value of a nice dress for prom. This Pacoima-based charity also knows the value of self-esteem, confidence and family support. For years MEND has been providing low-income teenage girls the chance to have a nice outfit for their prom. This year, Project Glamour is offering a whole lot more.

Project Glamour will be held at the MEND Center on Saturday, April 16. It begins at 12:30pm when dozens of girls will show up with their parents to choose their outfits from shoes and gowns collected from the local community. The young women are from MEND client families in the San Fernando family including San Fernando High School and Sylmar High School.

The event, however, is about more than looking good for the prom. A parent workshop will focus on parenting tips and the girls will be shown self-defense techniques and attend a session with author and life coach Terri Cadiente.

MEND Clothing Manager Veronica Soto says Project Glamour is a fun event that also provides girls the opportunity to learn important life skills.

“I think the event works on many levels. We are lucky to have the support of the community in providing these dresses and hair and make-up for girls who otherwise would not have this opportunity, and it’s a wonderful, girly, fun event. We are, however, also providing a real chance for these young women to gain some valuable tools like self-defense and life skills. Equally as important, parents get the chance to attend a parenting workshop and then write a note to their daughter. It definitely opens up communication channels and is often a very emotional event.”

Soto says life coach Terri Cadiente will offer monthly life-coaching workshops at MEND to help the girls develop their self-esteem.

“The dress is important,” says Soto, “but these girls are very lucky in that they are getting so much more.”

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ABOUT MEND

MEND serves as many as 32,000 poverty-level clients each month while remarkably keeping operating costs at or under 5%. It is the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. MEND’s mission is to break the bonds of poverty by providing basic human needs and a pathway to self-reliance.