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**FOR THE KID IN ALL OF US LAUNCHES PROJECT PROM
TO HELP GEORGIA'S UNDERPRIVILEGED TEENS GO TO THE PROM**

ATLANTA – February 24, 2011 – Already known for its annual Toy Party & Silent Auction during the holiday season, and Backpack in the Park in the summer, the local non-profit [For the Kid in All of Us](#) will now produce its third event – **Project Prom** – to help Georgia's underprivileged teens bring their prom dreams to life.

On Sunday, March 20, 5-8 PM, Project Prom, a spectacular cocktail party and fashion show hosted by local radio personality Kaedy Kiely, will take place in the event space on the top floor of the [W Atlanta - Midtown](#). With the city's shimmering skyline as a backdrop, the fashion show will feature refashioned prom gowns modeled by [Grady High School](#) students. Special guest [Miss Georgia 2010, Christina McCauley](#), will walk the runway in one of the gowns.

Acclaimed designers [E. Vincent Martinez](#), head of Grady High School's UrbanCouture program, [Jason Bunin](#), professor of fashion design at SCAD-Atlanta, and [English Design Lab](#) have reworked the gowns that were donated by [Becca's Closet](#) along with makeup and styling by [Authentic Beauty](#) for this event.

Project Prom will benefit [Youth Pride](#), [Cool Girls](#), [CHRIS Kids](#) and [Atlanta Public Schools](#). In addition to the donation of a refashioned prom gown, proceeds from Project

Prom will be distributed to the designated beneficiaries for the purpose of providing dinner to prom goers on the night of their prom.

“Only a limited number of tickets will be sold to this event,” said Christopher Bess, president of **For the Kid in All of Us**. “For a donation of \$35 (paid in advance via For the Kid’s website – www.Forthekid.org) a maximum of 250 guests (21+ over) will enjoy a fashion extravaganza, along with food and drink that has been generously donated by the W Atlanta – Midtown.

“We hope that Project Prom will become as successful as our other two major annual events,” says Bess. Since 2003, *For the Kid in All of Us* has distributed more than **31,500** toys and gift cards through **The Toy Party & Silent Auction**, **5,100** backpacks, filled with school supplies, and gift cards through **Backpack in the Park**, and raised over \$450,000 to donate to numerous agencies and organizations serving Georgia’s less fortunate children.

Project Prom is presented by the W Atlanta – Midtown and For the Kid in All of Us. Additional sponsors will be listed at the event on March 20. There is still time for local companies to support Project Prom. “We especially need donations for the evening benefiting various local proms (dates to vary) of such items as tuxedo rentals, limousine services, hair and make up and corsage donations,” added Bess.

About For the Kid in All of Us:

For the Kid in All of Us, www.ForTheKid.org, was founded in 2003 by a group of friends seeking to make a difference in their local community. Recognizing the staggering number of underprivileged children in Atlanta and in Georgia, the group sought not only to raise awareness, but also to lessen the struggles of families and children during the winter holiday season. What resulted from their vision and efforts was **The Toy Party**, an annual event where gays, lesbians, and the gay-friendly community in Atlanta could come together to support a cause that affects children across Georgia.

In 2006, For the Kid in All of Us expanded its scope and added a second annual event, **Backpack in the Park**, a back-to-school benefit, to collect backpacks and school supplies.

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The Board of For the Kid in All of Us, the organizer of **The Toy Party**, **Backpack in the Park** and **Project Prom**, includes President Chris Bess, UCB, Inc.; President-elect Alison Hall, SunTrust; Treasurer/Finance Patt Cianciullo, The Home Depot; Secretary Brigid Scarbrough, Kaplan Test Prep &

Admission; Fund Development: Joel Harlow, The Home Depot; Curtis Pinkerton, Banana Republic; Khanh Lai, Lilly; Dean Surbey, Emory University; Marketing: Holly Smith, R. Wes Kelly PC; Kenneth Godsey, AT&T; James Murray, Prime Wine & Spirits; Events: David DiCorpo, Cook's Warehouse; Dustin Mullis, Brand Baking Company; Shawna Arthurs, CHRIS Kids; Eric Waldron, W Hotels; Beneficiaries: Thomas Dinkelman; Maggie Lopez, Zeitgeist ARTifacts, Inc.; Infrastructure: Thom Braswell, US Bank; Volunteers: Zachary Adriaenssens; Heather Moore, Legendary Partners of Atlanta; and Past President / Founder: Alex Wan, Jerusalem House.

In addition to the Board Members, Advisory Board Members include: Frank Bragg, Radial Café; Tony Conway, Legendary Events; Nick Gold, Gold Concepts Public Relations; Tony Nelson, Corporate Environments; Kevin Perry, Georgia Beverage Association; and Alex Wan, Jerusalem House.

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E. Vincent Martinez fits a dress on a student



UrbanCouture Studio



UrbanCouture Students