



<http://www.minonline.com/news/6681.html>

BREAKING NEWS & VIEWS

Hearst Launches Charity Website

Monday, April 7, 2008

Hearst Magazines Digital Media has launched **DonateMyDress.org**, the first national campaign designed to encourage girls around the country to donate their prom and special occasion dresses to girls who cannot afford to finance the costly experience of going to their formal dances or prom. DonateMyDress.org is part of the **Hearst Teen Network**, which includes CosmoGIRL!, Seventeen and TEEN as well as MisQuinceMag.com, MyPromStyle.com, eCRUSH.com and eSPIN.com.

DonateMyDress.org, which will feature a directory of local dress drive organizations across the U.S., launches as a beta version on April 7, when girls are in the midst of shopping for and buying dresses in preparation for prom season. According to a Hearst Teen survey, teen girls collectively spent \$235,126,000 on prom dresses last year and an average of \$234 on a prom dress.

