

Youth Venture – New England

The Concord Center, 10 Ferry Street, Suite 320, Concord, NH 03301
Phone: (866) 923-9863 Fax: (603) 410-6675 Web: www.GenV.net

Media Contact: Elizabeth Bandy

Email: ebandy@youthventure.org Phone: (866) 923-9863, ext. 708



FOR IMMEDIATE RELEASE

Franklin Teens Turn Prom Dreams Into Reality

CONCORD, NH – May 29, 2009 – Just in time for prom season, Franklin High School students, Brittany Talbot – Kennet and Jenny Gardner launched **Franklin's Fashion**, a store where young women can rent formal wear at an affordable price.

Talbot – Kennet and Gardener created **Franklin's Fashion** after noticing girls at Franklin High did not attend school dances because they could not afford dresses; or they would panic trying to find a dress to borrow. The group believes that all girls deserve to attend dances, look beautiful and feel confident, no matter their financial situation.

Franklin's Fashion is located at Franklin High School's store, Campus Creations. Students can rent dresses for just \$15 each. When renting from **Franklin's Fashion** students sign a contract stating they will treat the dresses with care and return them promptly. If dresses are not returned on time students are charged an addition \$25 to their school account. The money earned through rentals goes towards cleaning the dresses. Along with dresses **Franklin's Fashion** also offers shoes, wraps, jewelry and purses. They hope to one day expand to different schools, include men's formal wear and offer alterations.

The store thrives off donations. All residents are encouraged to drop off any gently used formal wear to the Franklin High School office. Plus sizes are needed in particular.

Funding for **Franklin's Fashion** was made possible by a grant from the New Hampshire Electric Co-op Foundation and Youth Venture. Talbot- Kennet and Gardener formally presented **Franklin's Fashion** before a Selection Panel of community members and leaders, who approved the Teams idea and awarded them a \$1,000 grant after deciding they had met the criteria for becoming a Youth Venture Team. The grant money will be used for start up drying clean costs, purchasing storage bags, mirrors, shoe racks, a steamer and a four – fold screen for changing.

About Youth Venture

Ashoka's Youth Venture® is a global movement of young changemakers. Youth Venture inspires and invests in teams of young people to start their own sustainable social Ventures and connects them into a powerful global network. Collectively, these young changemakers are redefining the youth years as a time of initiative and positive change. For more information, please visit www.GenV.net

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