

PRESS RELEASE
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13th Annual Men's Day of Self-EsteemSM will Launch Working Wardrobes' Bid to Win America's Giving Challenge and Transform 180 Men's Lives

Working Wardrobes' Men's Day of Self-Esteem helping take men from crises to self-sufficiency

FOUNTAIN VALLEY, Calif. – On Sunday, October 25, Working Wardrobes will welcome 180 men who are battling life crises to an annual Men's Day of Self-Esteem. Men who've fought drug and alcohol addiction, experienced homelessness or escaped a life of crime and are now in Orange and Los Angeles County programs will attend. The men will receive *working wardrobes* and grooming services, hear motivational speakers, and participate in mock-interviews and a career fair. Now in its 13th year, the Men's Day of Self-Esteem was first held in 1998 after the Men's Wearhouse aligned with Working Wardrobes to expand program services to address the needs of men. Over 300 volunteers work the event, including 14 Men's Wearhouse employees.

The upcoming Men's Day of Self-Esteem will launch Working Wardrobe's quest to win \$50,000 in America's Giving Challenge. America's Giving Challenge is an online contest that encourages participants to leverage social networks to raise money for nonprofit causes. The national online competition presented by the Case Foundation, Causes and PARADE Publications encourages people to leverage their personal networks and online social media to help win cash awards that will total \$170,000 on behalf of their favorite nonprofit.

From now until Nov. 6 at 12 p.m. PST, participants will have the opportunity to compete for daily and overall awards – ranging from \$500 to \$50,000 – based on the number of donations to their cause using the Causes application on Facebook. With more than 300 volunteers at the Men's Day of Self Esteem, Working Wardrobes is hoping to mobilize their supporters to compete in this challenge. Every donation counts, as the winners will be decided based on the number of donations rather than the dollar amount raised.

"It takes \$500 to help one individual restart their lives as we provide life skills and career development training as well as the professional grooming and wardrobing services – joining America's Giving Challenge will help raise awareness and donations for our cause," explained Jerri Rosen, founder and CEO of Working Wardrobes. "We'd like everyone to get involved! Our

supporters can use Facebook, Twitter or email to spread the word and help us win \$50,000 to help get more men and women back to work.“

At this year's Day of Self-Esteem, at-risk men from the following programs will participate: Action Alliance, Cedar House Rehabilitation Center, Long Beach Drug Court/ NCADD Prop 36, Mercy House, O.C. Conservation Corps, Weingart Center and the Phoenix House. As a prerequisite for participating in the Men's Day of Self-Esteem, all the men have completed mandatory sessions of Working Wardrobes' "Career Success" workshop series taught by volunteer Success Coaches.

After receiving their new wardrobe and a workshop providing a realistic mock-interview exercise, participants will have the opportunity to meet with potential employers and school representatives at a Career and Resource Fair. Participating companies and organizations include Anna's Linens, California Truck Driving Academy, Colleen O'Hara's Beauty Academy, Dawson & Dawson World Class Staffing Professionals, Devry University, Kimco Staffing Services, Marinello School of Beauty, Men's Wearhouse, OC One-Stop Center, Sodexo at Disneyland, Southern California Institute of Technology, Union Bank and University of Phoenix.

More than 300 volunteers are involved in the Men's Day of Self-Esteem. A team of personal shoppers helps each participant pick their wardrobes based on career aspirations. Staff and volunteers will also prepare lunch to feed 450 people expected to attend. Cathy McKnight, executive chef for The Beach Fire Grill is volunteering and assisting in the planning and preparation.

The upcoming event will be held at Los Amigos High School in Fountain Valley from 8 a.m. to 3 p.m. For more information or to get involved, visit www.workingwardrobes.org or call (714) 210-2460.

About Working Wardrobes:

Working Wardrobes, an independent, nonprofit organization, helps men and women in crises re-enter the workforce through wardrobing and career development. Clients receive professional wardrobing and personal grooming services, and access to the Career Development Center offering a Career Specialist for one-on-one consultations, job referrals, internet access for job searches, resume development tools and a resource library. Since 1991, Working Wardrobes has served nearly 50,000 adults experiencing a variety of life crises including homelessness, catastrophic illness, alcohol and substance abuse, and traumatic financial losses. Working Wardrobes serves Cal Works recipients, clients of social service agencies, and individuals in 60 shelters/programs in Orange County, Los Angeles, the Inland Empire, and San Diego. www.workingwardrobes.org

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