



**FOR IMMEDIATE RELEASE
November 1, 2025**

Cinderella Dreams Celebrates 20 Years of Making Prom Dreams Come True

MIDLOTHIAN, VA — Cinderella Dreams 2026 marks a milestone year - celebrating 20 years of empowering teens across Central Virginia to experience the joy of prom, regardless of financial circumstances.

Since its founding in 2006, Cinderella Dreams has helped thousands of students attend prom in style, thanks to the generosity of Puritan Cleaners, local businesses, media partners, volunteers, and non-profit organizations. What began as a small community effort two decades ago has grown into a cherished Richmond-area tradition that continues to make a lasting impact.

Donations Accepted Year-Round

To prepare for the 20th anniversary season, Cinderella Dreams is now accepting donations of new and gently used formalwear, shoes, and accessories year-round, with a special collection push in January and February 2026 ahead of prom season.

- Visit www.puritancleaners.com for a list of drop-off locations.
- Additional donation sites are listed at www.cinderelladreamsrva.org.

2026 Shopping Events – Celebrating 20 Magical Years

This March, teens are invited to attend the 20th Anniversary Cinderella Dreams Shopping Events at Westchester Commons in Midlothian. With the help of volunteer “fairy godmothers,” attendees can select from a wide variety of dresses and accessories for a suggested \$5 donation – supporting future events and keeping this cherished tradition alive.

Event Dates & Times:

- March 6: 4:00 PM – 7:00 PM
- March 7: 9:00 AM – 12:00 PM
- March 20: 5:00 PM – 7:30 PM
- March 21: 11:00 AM – 2:00 PM

Location: Westchester Commons, Midlothian, VA

(Exact event space to be announced at www.cinderelladreamsrva.org)

Community Impact

In 2025, more than 2,500 dresses were donated, helping nearly 300 students attend prom. Over 650 dresses were also distributed to schools and community programs, including:

Appomattox Regional Governor’s School, Asheville N.C. Community, Clover Hill High School (“Dress the Dream”), Have a Heart, Henrico Middle School, Henrico Virtual Academy, Hills and Hollers (Eastern Kentucky), Hope for Appalachia, L.C. Bird High School, Matoaca Middle School, and Night to Shine.

Get Involved

Cinderella Dreams is a 501(c)(3) nonprofit. Celebrate our 20th anniversary by [donating](#), [volunteering](#), or becoming a [sponsor](#). Visit www.cinderelladreamsrva.org or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), and [TikTok](#).

Together, we’re celebrating 20 years of making prom dreams come true—one dress at a time.