



FOR IMMEDIATE RELEASE

November 1, 2025

Cinderella Dreams 2026 Kicks Off to Make Prom Dreams Come True

MIDLOTHIAN, VA - Cinderella Dreams 2026 is officially underway, continuing its mission to ensure every teen has the chance to attend prom - regardless of financial circumstances. Since 2006, the program has helped hundreds of Central Virginia students attend prom in style, thanks to generous support from Puritan Cleaners, local businesses, media partners, volunteers, and nonprofit organizations.

Donations Accepted Year-Round

Cinderella Dreams accepts donations of new and gently used formalwear, shoes, and accessories throughout the year, with a special focus during January and February 2026 to prepare for 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

Teens are invited to attend Cinderella Dreams Shopping Events this March at Westchester Commons in Midlothian. With the help of volunteer "fairy godmothers," students can select from a wide range of dresses and accessories for a suggested donation of just \$5 - supporting future events.

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 on 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) non-profit. You can help by donating, volunteering, or becoming a sponsor. Visit www.cinderelladreamsrva.org to learn more, or follow us on Facebook, Instagram, and LinkedIn.

Together, we are making prom dreams come true - one dress at a time.

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