**DATE:** February 6, 2020 **CONTACT:** Mina Perez

**FOR IMMEDIATE RELEASE** **PHONE:** (916) 914-4623

**EMAIL:** [mina@vidadeoro.com](mailto:taco@sactacofest.com)

**CONTACT:** Ramona Caudillo

**PHONE:** (559) 826-0065

**EMAIL:** [ramonacaudillo@yahoo.com](mailto:ramonacaudillo@yahoo.com)

**Over 1,000 Prom Dresses Will Be Given Away**

**To High School Students**

**On February 22, 2020, the Vida de Oro Foundation will bring its Prom Dress Giveaway to John J Cairns Continuation School in Lindsay, California.**

**SACRAMENTO, CA –** The Vida de Oro Foundation, a public benefit nonprofit organization based in Sacramento, California, will be bringing its annual Prom Dress Giveaway to the community of Lindsay, California on February 22, 2020.

The prom dress giveaway was launched in 2019 when the Vida de Oro Foundation received over 700 new prom dresses from Lulus.com that were saved from the devastating Camp Fire in Paradise, California. Last year the Foundation gave away over 500 dresses to students representing 73 different schools from Sacramento, Fresno, Oakland, and Corning, California. This year they were gifted over 3,000 dresses and plan to hold give away events in different parts of Northern California and the Central Valley.

“This event creates an opportunity for students to participate in a very important passage of life, attending their Prom,” says Mina Perez, President/CEO of the Vida de Oro Foundation. “We know the struggles that many parents currently face in making ends meet, as a result some students don’t get a chance to attend their prom, which can affect them the rest of their lives, so our intent is to make a difference.”

With the assistance of U-HAUL, the Lindsay Chamber of Commerce and BLVD Memories Magazine, the Foundation will be bringing over 1000 new dresses to give away at John J Cairns Continuation School located at 290 Harvard Avenue, Lindsay, California, on Saturday, February 22, 2020, from 10 am to 4 pm.

“All students need to be accompanied by a parent or responsible guardian and be attending a high school,” adds Perez. “I firmly believe the Prom is an American Tradition that all high school students should experience.”

For more information about this giveaway email us at [vida@vidadeoro.com](mailto:vida@vidadeoro.com).

###