

For Immediate Release

Contact: Evin Willman—241-6309
Cell: 655-7085; ewillman@willmanco.com

**“San Marco Fashion Exchange” Planned
To Benefit Dignity U Wear
--San Marco Boutiques Join Together for Fashion Show--**

Jacksonville, FL (September 4, 2008)—A group of San Marco-based boutiques led by *Rosie True* and including *Olive, Lela and Dance Trance*, will hold a Fashion Show on Friday, September 12th, at San Marco’s *Square One* from 7:00 – 10:00 PM. Proceeds from the “San Marco Fashion Exchange” will benefit Dignity U Wear, the locally-based, national nonprofit that provides brand new clothing to men, women and children in need.

Tickets for the show, available at each participating boutique, is \$7 before the event; \$10 at the door. Or, in lieu of the ticket price, attendees may donate a piece of brand new clothing (with tags, or in an unopened bag). Clothing donations in exchange for tickets will also be accepted prior to the event at each boutique, as well as at the door on the evening of the show. Other merchants involved with the show, such as *Carla’s Shoes* and *Philosophie* are also selling tickets and accepting the clothing.

DJ Anonymous will be providing music and cocktails will be available for purchase during the Show.

“We are excited to be able to join with these other terrific shops in the San Marco area to do this show and to help Dignity U Wear, a very worthwhile organization,” said Angie Sparks, owner of *Rosie True*. “Initial response has surpassed expectations and it’s looking as if the show will be a sell out. We couldn’t be more pleased.”

Dignity U Wear was founded in 2000 and distributes brand new clothing it receives from manufacturers and retailers through a network of 300 recipient nonprofit agencies in 30 states. Locally, the organization has donated mclothing valued at more than \$20 million through 70 Northeast Florida-area nonprofits. Nationally, the organization has provided more than 4.4 million pieces, valued at \$71 million, to more than 354,000 people.

The nonprofit does not receive any city, state or federal government grants or funding; they operate exclusively on private donations from individuals, corporations and private foundations. Volunteers help process 100% of the incoming inventory, providing 95% of the time and labor necessary to accomplish the task.

Rosie True is a one-of-a-kind retailer of fine clothing and accessories in northeast Florida, known to its customers for a great shopping experience and a blend of relaxed yet sophisticated style. Since opening the first *Rosie True* in Jacksonville’s historic San Marco Square in 1999, two additional boutiques have opened in Jacksonville Beach and Julington Creek.

For tickets or more information about the Fashion Show, contact *Rosie True* at (904) 396-7463 or www.rosietrue.com or Dignity U Wear at (904) 636-9455 or www.dignityuwear.org.

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