



FOR IMMEDIATE RELEASE

## **DESERT BEST FRIEND'S CLOSET HOSTS SMART & SEXY DAY** *Women Seeking Employment Encouraged to Apply for Participation*

**Palm Desert, California (February 23, 2018)** – [Desert Best Friend's Closet](#), a non-profit dedicated to providing a Bridge to Employment with wardrobe and job search services, and the Alliance of Career Development Nonprofits (ACDN) will host the Coachella Valley's 5<sup>th</sup> Annual Smart & Sexy Day on March 9, 2018. The purpose of the event is to inspire women who are unemployed, under-employed or re-entering the workforce from probation or parole.

The day-long event will feature workshops from career, wardrobe and style experts who will provide insight, advice and coaching to attendees. Due to the hands-on approach of the event, attendance is limited and participants *must* apply for acceptance. Agencies, associations and the public are encouraged to "spread the word" to any women who may benefit from this event.

Smart & Sexy Day is being celebrated during the month of March by 12 ACDN member organizations. "ACDN member agencies help level the playing field for their clients who lack resources – either by not having clothes or the money to purchase interview attire themselves - so that they can present themselves competitively" said Connie Golds, Board President of the Alliance of Career Development Nonprofits (ACDN) and Executive Director of Desert Best Friend's Closet (DBFC). In addition to year-round services to clients, DBFC hosts events to help spread the word about their professional wardrobe, image, resume writing and coaching services, as well as the need for clothing and monetary donations. "Smart & Sexy Day allows us to work with women who are serious about taking that huge step towards the new chapter in their professional lives and extend our reach" she concluded.

The day-long event will be held from 9:00am to 3:30pm at the Offices of Walter Clark in Rancho Mirage. The speakers include: Dr. Susan Murphy, Author & Performance Coach; Katherine Melbern, founder of the Summit School of Protocol; and, Veronica Vergne, Business Executive at Altura Credit Union. Through the generosity of Smart & Sexy, the largest privately-held lingerie firm in the U.S., participants will leave with complimentary foundation garments. Women who can benefit from Smart & Sexy Day can apply online at: <http://bit.ly/2EYmRIQ>. For questions about the event, applicants should call Desert Best Friend's Closet at: (760) 776-9975.

### **About Desert Best Friend's Closet**

[Desert Best Friend's Closet \(DBFC\)](#) empowers and educates clients for success in employment and life by providing a professional wardrobe, image services, resume writing and interview coaching to individuals who need help in gaining independence. Working with local and state agencies, DBFC is the only organization in the Coachella Valley to provide clothing and accessories for those who need support when looking for employment. In 2017, DBFC served 500+ women and men, by providing 2,000+ professional pieces of clothing, 500 pair of shoes and 1,200+ accessories. For more information about DBFC, donation opportunities or volunteer positions, visit [BFCloset.org](#), follow on [Facebook.com/BFCloset](#) or call (760) 776-9975.

### **About the Alliance of Career Development Nonprofits (ACDN)**

The Alliance of Career Development Nonprofits (ACDN) is the leading network of unique community-based nonprofits that empower women and men to achieve economic independence. ACDN fosters the creation and growths that assist individuals to secure and maintain employment. We believe anyone who wants a job, should get one. All ACDN member organizations offer free professional clothing so job seekers can make a great first impression. Since ACDN's inception, over 300,000 women and men have been outfitted with interview attire. To Learn more visit, [www.acdnonline.org](http://www.acdnonline.org).

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