



FOR IMMEDIATE RELEASE

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### **Applications Open for Work It! At Dobbins High School**

*Work It!* Helps Job-Seeking Women Perfect Their Online Image

(Philadelphia) - For 23 years, Career Wardrobe has been helping individuals make that all-important first impression at their job interviews. The job market has changed in the last decade with more people using the Internet to apply for, research, and network to find jobs.

*Work It!* is a day dedicated to assisting job seekers create the best professional image in person and online. This year, Career Wardrobe collaborates with Dobbins Career and Technical Education High School (2150 W Lehigh Ave), a community school with state-of-the-art cosmetology, business, and culinary facilities, so their students can volunteer their services side-by-side with in-the-field professionals like AMC Photo Studios, Bounce Dolls Salon, and networking volunteers from FemCity Philadelphia.

On Wednesday May 23, from 9:30 a.m. to 3:30 p.m., selected participants will receive:

- A professional outfit & mini-makeover (including barber services, hair styling, and makeup)
- Networking instruction and practice
- Professional headshots
- Assistance in creating or updating a LinkedIn profile

Work It! Applications are open to anyone unemployed or underemployed who wants assistance in their job search. Apply online at <https://www.surveymonkey.com/r/WorkIt2018>

**Career Wardrobe** is one of the nation's largest independent organizations empowering women and men transitioning to work with professional clothing, job search support, and professional development. Over its 23-year history, Career Wardrobe has empowered more than 85,000 individuals struggling with poverty, violence, or incarceration on their journeys to employment and independence. In 2016, Career Wardrobe expanded its successful Philadelphia model to the five county area including Delaware, Chester, Montgomery, Bucks, and Berks Counties, providing professional clothing to unemployed Pennsylvanians receiving public assistance. Learn more at [www.careerwardrobe.org](http://www.careerwardrobe.org).

Serving Philadelphia, Bucks, and Delaware Counties

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The official registration and financial information of Career Wardrobe may be obtained from the PA Department of State by calling toll-free, within PA, 800.732.0999. Registration does not imply endorsement.