



FOR IMMEDIATE RELEASE:

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**MEDIA ALERT: Career Wardrobe's Smart & Sexy Day:
An Empowerment Event to Help Job Seekers Transition to Work**

(PHILADELPHIA/DELAWARE COUNTY) – Career Wardrobe presents its annual *Work It* event, a day dedicated to helping job seekers create the best professional image regardless of their income or budget. The day is sponsored by Smart & Sexy, an affordable lingerie brand dedicated to empowering women, and the Alliance for Career Development Nonprofits, a national organization that empowers job seekers to work.

This year, Career Wardrobe offers *Work It* as part of Career Wardrobe's Women's History Month activities in two locations:

- Delaware County Community College (Barclay Square Shopping Center, 1570 Garrett Road) in Upper Darby, Wednesday, March 13, 8:30 a.m. to 2:30 p.m.
- Career Wardrobe in Philadelphia (1822 Spring Garden St.) Wednesday, March 27, 8:30 a.m. to 2:30 p.m.

All participants will receive a mini-makeover; a headshot by [AMC Photography](#); a professional bra fitting; a free bra courtesy of Smart & Sexy; and additional inspiring activities throughout the day to help them feel prepared for their job search. Breakfast and lunch are also provided.

Both events are free and open to the public, but registration is required. Interested job seekers can register by emailing program@careerwardrobe.org. If selected, participants will receive a confirmation via email the Monday prior to each event.

Support for the Delaware County event is provided by State Senator Tim Kearney's office and in Philadelphia from Karima Renee, the Philly Bra Lady (@thephillybralady on Facebook and Instagram).

Career Wardrobe is one of the nation's largest independent organizations empowering individuals transitioning to work with professional clothing, job search support, and professional development. Over its 24-year history, Career Wardrobe has empowered more

than 90,000 people struggling with poverty, violence, or incarceration on their journeys to employment and independence. In 2016, Career Wardrobe expanded its successful Philadelphia model to the six-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.

Smart & Sexy Day events are held throughout the United States to honor Women's History Month and aim to inspire women – boosting their self-confidence so that they feel assured, confident and, most of all, employable. The event was launched in 2012 by ACDN (formerly known as The Women's Alliance), a national organization of independent, community-based member organizations who provide professional attire and career skills training to low income women and men, and sponsored by **Ariela & Associates International**, one of the largest privately held lingerie companies in the country.

About Smart & Sexy

Smart & Sexy was founded with the idea that women should be able to have fashionably sexy lingerie that provides figure solutions at great prices. Today, they are one of the largest privately held lingerie companies in the US, selling more than 60 million garments a year under numerous national brands. Smart fit, sexy and flattering looks, quality, comfort and amazing value are the brand's guiding principles. Smart & Sexy is the in-house brand for Ariela & Associates International, which was founded over 20 years ago and is one of the largest privately held lingerie companies in the country. Learn more:

www.smartandsexy.com.

About the Alliance of Career Development Nonprofits (ACDN)

The Alliance of Career Development Nonprofits (ACDN) is the leading network of unique community-based non-profits that empower women and men to achieve economic independence. ACDN fosters the creation and growth of community-based organizations that assist individuals to secure and maintain employment. Each year, member agencies of ACDN assist more than 25,000 women and men across the country transition into the workplace. Since ACDN's inception, more than 300,000 women and men have been outfitted with interview attire. Learn more: www.acdnonline.org.