

MEDIA ALERT

(Insert date)

(STORE NAME) Hosts 2013 Prom Fashion Extravaganza and Debuts The Brand New Disney Forever Enchanted Prom Collection!

It's Never Too Early to Start Thinking about Prom!

WHO: (INSERT NAME OF STORE & WHO SHOULD ATTEND)

WHAT: 2013 Prom Fashion Extravaganza Fashion Show & Launch of The Brand New Disney Forever Enchanted Collection inspired by the story of Snow White! Find out how you live the story! Are you...

THE FAIREST

Inspired by Snow White's sweet nature, this collection exudes girlish romance! These darling and gorgeous gowns are designed for a modern day princess!

TRUE DIVA

Inspired by Snow White's stylish repose, you will bewitch and enchant all those who dare to stare when you make a grand entrance in these drop-dead gorgeous dresses! She got the castle and the prince!

MIRROR MIRROR

The Queen is no longer the only one that can confidently bask in her reflection! Inspired by The Queen's vanity, this collection of sultry gowns is reminiscent of old Hollywood glamour!

IN THE WOODS

Inspired by all magical things found in the woods, these flora and fauna textured or printed dresses are a celebration of the color and style that only nature can bring!

RED DELICIOUS

Inspired by the drama and color found in that storied red apple, these deliciously stylish red gowns are sure to set hearts a-blazing!!

SHORT AND SASSY

Inspired by the memorable personalities of Snow White's brave defenders, these seven short and sassy frocks present their own unique quality of character and celebrate individuality!

Or Just...

SIMPLY WICKED

There can never be too much drama when you're the queen! This collection of wickedly stylish dresses speak to those gals who really believe that they are truly "The fairest of them all"

WHEN: (INSERT DATE & TIME)

WHERE: (INSERT LOCATION & DETAILS)

WHY: **Prom 2013 will be here before you know it, so here is your perfect chance of a sneak preview of the season's hottest prom dress trends.**

Store Name, Address, Telephone, Website & Email

MEDIA ALERT

For More Information:

Disney Forever Enchanted Fact sheet

https://enterpriseportal.disney.com/gopublish/sitemedia/dcp/Home/Press%20Room/Press%20Releases/dcp_home_pr_us_disney_ashdon_princess_prom_dress_fact_sheet.pdf

Forever Enchanted High resolution Photo gallery

http://dcp.smugmug.com/Other/Disney-Forever-Enchanted/24411695_b9r7sX#!i=1990533749&k=Sz2NM48

About Your Salon

Contact:

Name

Address

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website

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Store Name, Address, Telephone, Website & Email