



# MEDIA ADVISORY

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**FOR IMMEDIATE RELEASE**

## Bolt Pride & The Princess Project – San Diego *declare* "Princess Project Day" Sunday, October 31, 2010

**WHO:** Ladies clean out those closets and help make prom dreams come true!

**WHAT:** Gently used formal dresses and/or accessories will be collected in the Bolt Pride tailgate party. A fundraising drawing will also be held at 12 noon for a \$50 Westfield Shopping Town gift card. \$5 for 1 ticket or \$10 for 3 tickets. *It takes only \$40 to dress a girl from head to toe!*

For more information or other drop-off locations, please contact **Sandra Slocum @ (619) 227-4105**

**WHERE:** 9 am – 12 pm @ North-East corner of parking section P4

**WHY:** Every girl should feel like a princess for a day! High school proms provide a lifetime of memories, but hundreds of girls cannot afford to attend their prom each year. *This is where The Princess Project is helping to make a difference!*



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**Bolt Pride is the heart of the Chargers' 12<sup>th</sup> man!** Founded in 1992 by four season-ticket holders, Bolt Pride has become the most celebrated Charger fan group world-wide. The words "Bolt Pride" say it all. Moreover, Bolt Pride is about a passion for the Chargers; it's about family; it's about respect, and it's about having a great time. The extended Bolt Pride family also recognizes a responsibility and opportunity to contribute to our community. In recent years, Bolt Pride has raised over \$14,000 for community causes. As a result of fund-raising efforts, a pew was dedicated in 2008 to Bolt Pride and the "Charger fans of Our Lady of Guadalupe Church" in Logan Heights. Bolt Pride is honored to partner with the American Cancer Society (ACS) in promoting cancer awareness. In addition to The Princess Project, Bolt Pride community partners include Athletes for Education, the American Cancer Society and Lifesharing. On game days, Bolt Pride can be found front-row center in the Chargers' Thunder Zone behind the West end zone and throughout the stadium. This is the Bolt Pride Experience - *and it's a beautiful thing!* For more information, visit [www.boltpride.com](http://www.boltpride.com)

Established in 2002 in the Bay Area & 2009 in San Diego, The Princess Project is a non-profit organization dedicated to promoting self-confidence and individual beauty by providing free prom dresses and accessories to high school girls who cannot otherwise afford them. For more information, please visit The Princess Project web site at [www.princessproject.org](http://www.princessproject.org)