



FOR IMMEDIATE RELEASE

Affinity Health Plan and Dress for Success Partner to Help Unemployed Women in New York

Not-for-profit organization offers Breakfast Club to help local women gain support and confidence in searching for a job

Kick off event to take place August 24 in Queens

BRONX, NY (August 17, 2010) – Affinity Health Plan has partnered with Dress for Success Worldwide to offer the Breakfast Club, a series of career planning and development workshops aimed at helping unemployed and underemployed women in New York City find jobs. Scheduled to take place at Affinity’s community service centers in Queens and Brooklyn, the Breakfast Club will meet Fridays from August to November. The kick off event will take place at 10 a.m. on Tuesday, August 24 at Affinity’s community service center in Queens, located at 168-22 Jamaica Avenue, Queens.

The Breakfast Club offers Dress for Success clients the skills to be competitive in the today’s job market. Industry leaders teach valuable tools and tactics, and during each weekly session members are provided with hands-on applications of the day’s lesson and the opportunity to network with other women facing similar struggles. Dress for Success Worldwide launched the Breakfast Club in 2009 at its Queens branch and it has expanded to more than 10 locations throughout the country.

“The Breakfast Club has become an integral component of our programming,” said Joi Gordon, CEO of Dress for Success Worldwide. “In addition to the fundamental tools needed to succeed, the women also receive support and encouragement from one another that helps both in their job search and their personal lives.”

Affinity, which serves as a program sponsor, host and facilitator, will also provide job skills and résumé training while encouraging its membership to participate.

“Affinity is pleased to participate in this initiative which aims to empower women for the world of work,” says Abbe Abboa-Offei, Affinity’s senior vice president of customer and community connections. “Working with Dress for Success to give the women the critical skill set necessary in today’s challenging economy will be beneficial to them and to our communities.”

For more information or to schedule an interview, please contact Emeka Anunkor, director of corporate communications, at (718) 794-5743 or eanunkor@affinityplan.org.

(more)

About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 100 cities in the U.S., Australia, Canada, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. To date, Dress for Success has helped more than 550,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

About Affinity

Affinity Health Plan is an independent, not-for-profit organization offering quality health care coverage to underserved New Yorkers. Its programs are sponsored by New York State and include Child Health Plus, Family Health Plus, Medicaid managed care, and Medicare. Founded in 1986, Affinity serves more than 260,000 members in New York City, Long Island, and the surrounding counties of Westchester, Rockland and Orange. For more information, visit www.affinityplan.org or follow Affinity on Facebook and YouTube.

#