



DRESS FOR SUCCESS®
Going Places. Going Strong.

For Immediate Release

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DRESS FOR SUCCESS® GETS NEW MANTRA, NEW MOMENTUM

“GOING PLACES. GOING STRONG.” MARKS NEW DIRECTION FOR
WOMEN’S NONPROFIT ORGANIZATION

New York – (April 7, 2011) – Dress for Success Worldwide, the international non-profit organization that helps disadvantaged women achieve economic independence, formally unveiled its new tagline, **“Going Places. Going Strong.”**, before a sold-out audience of clients, supporters, and friends during Tuesday’s *Something to Share* annual fund-raising gala.

The branding change represents more than just a marketing maneuver for the organization; the switch from “Suits to Self-Sufficiency” to **“Going Places. Going Strong.”** is indicative of a new era for Dress for Success, which is now uniquely positioned to expand its reach and impact as a leader in both job preparation and employment retention for disadvantaged women.

‘**Going Places. Going Strong.**’ not only captures the fundamental essence of the journey of our clients, but it also evokes the spirit of Dress for Success as a whole,” explains Joi Gordon, CEO of Dress for Success Worldwide. “Our new inspirational tagline will prove to be a catalyst for dynamic ideas and experiences, helping to solidify our position as a leader in women’s unemployment issues.”

Leading the charge towards the new brand identity was international advertising, marketing and public relations power agency **Ogilvy & Mather**, which researched, planned, and executed the rebranding initiative pro bono for Dress for Success.

“All great brands evolve over time, and Dress for Success is a wonderful brand. Our work looked at the very essence of this incredible organization and created the new brand line **‘Going Places. Going Strong.’** to express strength and the commitment Dress for Success has made to helping women achieve their professional aspirations, no matter what the barriers,” said Carla Hendra, Chairman of Strategy & Innovation at Ogilvy & Mather.

In appreciation, Dress for Success honored Ogilvy & Mather for its work and contributions during the awards portion of Tuesday’s gala. Other honorees included **dressbarn**, as a pioneer in women’s retail, and **Goldman Sachs**, for its “10,000 Women” initiative.

At the conclusion of the evening, Dress for Success proved that it is in fact **“Going Places. Going Strong.”** by raising more than \$1.75 million towards the continuation of programs to help improve women’s lives.

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 110 cities in the US, Australia, Canada, Ireland, Mexico, the Netherlands, New Zealand, Poland, the UK, and the West Indies. To date, Dress for Success has helped more than 600,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

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