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**FOR IMMEDIATE RELEASE**

## **Health and Wellness Expert Jillian Michaels Joins Second Annual Power Walk for Dress for Success to Bring Fitness and Empowerment to Women Worldwide**

**NEW YORK – (April 2010)** [Dress for Success](http://www.dressforsuccess.org) Worldwide, an international non-profit organization that promotes the economic independence of disadvantaged women, announces [The Power Walk for Dress for Success](http://www.thepowerwalk.org), which will take place in more than 30 international cities on Mother's Day Weekend – Saturday, May 7, 2011.

The 5k Power Walk for Dress for Success will promote the Health and Wellness initiative of the Professional Women's Group, a program which provides successfully employed Dress for Success clients with a network of support, practical information and inspiration to achieve self-defined success.

The 2011 Power Walk for Dress for Success marks the organization's second installment of this signature event, which is the only international fundraising walk dedicated to the promotion of an active, healthy lifestyle for women and families.

Serving as the spokesperson for this year's walk is [Jillian Michaels](http://www.jillianmichaels.com), one of the leading health and wellness experts in the country, who will empower participants to power walk their way towards overall wellness.

"Everyone has unlimited potential and the ability to fulfill it," said Jillian Michaels, author of the bestselling new book UNLIMITED: How to Build an Exceptional Life. "Dress for Success helps women achieve that potential and I am thrilled to partner with such an amazing organization."

Dress for Success launched the Power Walk for Dress for Success as a "walking testament" to the organization's work to help disadvantaged women become healthy in all aspects of their lives – careers, physical well-being, emotional health and more. With mothers accounting for over 80% of the women served by Dress for Success, it is fitting that the Power Walk for Dress for Success takes place during Mother's Day weekend.

"Dress for Success aims to provide women with the foundation for various skills that bring rich life achievements," said Joi Gordon, chief executive officer of Dress for Success Worldwide. "Keeping fit is part of a healthy lifestyle, and one of many ways women can empower not only themselves but also their families."

The Power Walk for Dress for Success is open to the public and participants are encouraged to create a team of friends, walk with family, or participate as a Virtual Walker online. All participation will support the programs and services of Dress for Success.

This year's Power Walk for Dress for Success will be held for the second time in New York City and for the first time in 32 other cities internationally, including: *Canada- Regina; Vancouver; United Kingdom- London; Los Angeles, CA San Francisco, CA; Colorado Springs, CO; Denver, CO; Palm Beaches, FL; Atlanta, GA; Savannah, GA; Chicago, IL; New Orleans, LA; Shreveport-Bossier, LA; Springfield, MA; Boston, MA; Baltimore, MD; St. Louis, MO; Jackson, MS; Charlotte, NC; Raleigh/Durham, NC; Hamilton, NJ; Jersey City, NJ; Madison, NJ; Brookhaven, NY;; Cincinnati, OH; Columbus, OH; Tulsa, OK; Hershey, PA; Providence, RI; Memphis, TN; Norfolk, VA.*

While the majority of affiliates are conducting The Power Walk for Dress for Success on May 7<sup>th</sup>, some cities have selected alternative dates due to other events taking place locally. To find information about and register for a local walk, please visit: <http://www.dfspowerwalk.org>.

The Power Walk for Dress for Success is made possible by the generous support of our partners, including national event sponsors Crocs and the Style Network.

#### 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 U.S., 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. In 2010, Dress for Success launched a Health & Wellness initiative with the Professional Women' Group to empower women to make healthy choices in work and in life. Visit [www.dressforsuccess.org](http://www.dressforsuccess.org) to learn more.

#### About the Dress for Success Health and Wellness Initiative

In 2010, Dress for Success launched the new Health and Wellness initiative with the Professional Women's Group to empower women to make healthy choices. This program provides health education workshops for Dress for Success clients to ensure that they can be healthy and productive at work and in life. Dress for Success believes that "self-sufficiency" is more than just a suit or a job – it is an overall commitment to being healthy and independent in all aspects of our lives!

#### About Jillian Michaels

America's premier health and wellness expert Jillian Michaels is a New York Times bestselling author, television star and entrepreneur. Through her company, Empowered Media, LLC, Michaels and her team operate as life architects whose sole mission is to inspire individuals to empower themselves to seek healthier, active lives. The products marketed are part of the total life solution platform created by the Jillian Michaels philosophy. In addition, Michaels is a passionate advocate, fighting to invoke important changes in all aspects of health and wellness. Michaels new book, UNLIMITED: HOW TO BUILD AN EXCEPTIONAL LIFE is available now wherever books are sold. For more information about Jillian Michaels please visit [www.jillianmichaels.com](http://www.jillianmichaels.com)

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