



FOR IMMEDIATE RELEASE:

PROASSISTING AND DRESS FOR SUCCESS FORM 1-FOR-1 PARTNERSHIP

For every person who enrolls, ProAssisting will donate a full year scholarship to its assistant training program to a Dress for Success client

NEW YORK, NY / Nov. 23, 2009 – ProAssisting, an online executive, personal and administrative assistant training program, has formed a 1-for-1 partnership with worldwide non-profit, Dress for Success. By co-opting the unique TOMS Shoes 1-for-1 business model, this partnership demonstrates a new way for companies and non-profits to join forces and do more good for people in need.

To kick off the partnership, ProAssisting has donated 150 assistant training program scholarships to be dispersed throughout the country to deserving Dress for Success clients through the organization’s scholarship programming. Once the 150 scholarships are awarded, as future enrollees sign up for the ProAssisting Training Program through 2010, a full year scholarship will be donated in their name to a deserving Dress for Success client who wouldn’t be able to afford this training otherwise.

“I’ve been volunteering with Dress for Success for the past year while we were developing our training program. After a session recently, I mentioned how Dress for Success had enhanced its career transformation center to my co-founder. He started asking questions about what exactly those career centers entail and then suggested a potential partnership for ProAssisting,” recalls Stephanie Bull, co-founder of ProAssisting. “As we talked through how to potentially work with Dress for Success over the next few weeks, we watched a news segment on TOMS Shoes and their unique business model and that’s when the 1-for-1 partnership idea really took shape. We’re truly honored to be partnered with such a great organization.”

“ProAssisting has really made the connection between professional development and self-sufficiency. We are pleased to have a strong supporter of our women through the educational scholarships provided by ProAssisting and their community which enables higher education, gainful employment, and true personal pride and accomplishment around developing key job skills,” said Denalerie Johnson, EVP of Workforce Development, Dress for Success Worldwide.

About ProAssisting: ProAssisting is an online training program for executive, administrative and personal assistants that utilizes the interactive qualities of the Internet to provide comprehensive tools, training, resources, templates, support and daily personalized guidance for assistants in any industry.

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. To date, Dress for Success has helped more than 500,000 women work towards self-sufficiency.

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