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FOR IMMEDIATE RELEASE

THE PROPER AFFAIR RAISES \$120,000 FOR ACHIEVEMENT CENTERS

BOCA RATON, FL (April 21, 2011) – Fashion, fun and flair highlighted the glamorous annual Proper Affair which raised a record \$120,000. The ultimate fashion show fundraiser – and the newest way to shop – supported a worthy cause.

For the third consecutive year, Boston Proper and the Achievement Centers for Children & Families joined together to host this one-of-a-kind charity event to raise money for scholarships and the Achievement Centers, a non-profit social services agency that supports low-income and at-risk children and families in Delray.

The evening kicked-off with an exclusive, 100-item high-end silent auction featuring a Gino Hollander original painting valued at \$20,000, vacation packages and one-of-a kind fantasy items like, “Be a Boston Proper Model for a Day” and the “Ultimate Private Sample Sale” experience.

Creative Dance students from the Achievement Centers performed, “The World’s Greatest” and a parent gave a heartwarming personal testimony as to the important role the Centers plays in her life.

The event culminated with an electric runway show featuring some of Boston Proper’s unique trends – Sophisticate, Tribal Beat, Beach Bombshell and Island Vibe. To top off the models’ incredible looks, Naked Hair in Delray Beach graciously donated their services to style hair and make-up. Twenty volunteer models graced the runway presenting head-to-toe ensembles – including shoes, bags and accessories—that were generously donated by Boston Proper and auctioned to the highest bidder.

Boston Proper made sure that no one was left out. Taking full advantage of their social media reach, they featured a live feed right from the runway to over 20,000 Facebook fans. Not only were their fans able to enjoy the fashion show real time, but they were allowed to live bid on two of the actual outfits featured in the show. With over 25,000 impressions, Facebook and Twitter fans were completely engaged, and the numbers proved it. Both outfits raised double the amount of money during the Facebook auction.

“This is one of our very favorite events. We look forward to it all year long. Not only is a great time had by all but we have the opportunity to be part of an incredible cause. The Achievement Centers positively changes lives every day; making this great community even better through their hard work and dedication. And, Boston Proper is honored to partner with them in their fundraising efforts,” said Sheryl Clark, CEO & President of Boston Proper.

Nancy Hurd, CEO of the Achievement Centers commented, "It's simply amazing to see 300 guests come together to support our Center and Boston Proper. The generous hearts of so many are what make this possible and it leaves me speechless to know the outpouring of donated services that went into this production. And certainly, Boston Proper's generosity is unprecedented."

Some of the sponsors that made this great event possible were Delray Honda, Muse, One World Apparel, The Kolter Group, RR Donnelley, Experian CheetahMail, Jonden Manufacturing, Ultimate Apparel, Evelyn Samuelsohn Trust and Wells Fargo.

For more information on The Achievement Centers for Children & Families, visit delraychild.org or call (561) 266-0003. You can check out Boston Proper's distinctive fashions at bostonproper.com.

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ABOUT BOSTON PROPER: Boston Proper is a leading direct-to-consumer retailer of women's high-end apparel and accessories based in Boca Raton, Florida. Boston Proper provides sensuous, distinctive fashions designed for today's independent, confident and active woman. The merchandise focus is about creating a daring, modern style with a sensual feel. The brand differentiates itself with exotic, provocative and inspirational creative that takes the customer away and creates an emotional connection with her individuality and femininity. Boston Proper is located at 6500 Park of Commerce Blvd. in Boca Raton, FL. For information, please call (561) 241-1700 or visit www.bostonproper.com. You can also find us at www.facebook.com/bostonproper or www.twitter.com/boston_proper.

ABOUT THE ACHIEVEMENT CENTERS: The Achievement Centers for Children & Families is a non-profit social services agency that provides comprehensive services to educate, train and support at-risk children, youth and families ensuring school readiness, skill and capacity building opportunities, higher academic performance, increased economic self-sufficiency and improved quality of family function with healthier lifestyles. Their award winning services and NAEYC (National Association for the Education of Young Children) accredited programs serve children, age 12 months to 18 years, and adults on two campuses. Programs include quality, affordable childcare, afterschool and extended day programs, teen programs, adult education and community outreach services. The Centers' main campus is located at 555 NW 4th Street in Delray Beach and the Beacon Center at Village Academy campus is located at 400 SW 12th Avenue. For more information, call (561)276-0520 or visit www.delraychild.org.