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FOR IMMEDIATE RELEASE

THE PROPER AFFAIR RAISES \$140,000 FOR ACHIEVEMENT CENTERS

BOCA RATON, FL (May 7, 2012) – Fashion, fun and flair highlighted the glamorous 4th Annual Proper Affair which raised a record \$140,000 in support of the Achievement Centers for Children & Families, a non-profit agency that supports over 700 low-income and at-risk children and families in Delray.

In unprecedented style, Boston Proper and the Achievement Centers joined together to host an evening that was truly an affair to remember.

“What a spectacular evening! The turnout was inspiring. It was great to see so many people coming together to make a difference for those in need locally. One of the reasons we love the Proper Affair is because we get to see firsthand the lives we touch,” said Sheryl Clark, President of Boston Proper.

The Boca Resort’s Great Hall was transformed into an ultra-chic, hip space where 325 guests gathered to enjoy upbeat music, delectable food and great fun! Attendees posed along the red-carpet for photo ops, vied for high-end silent auction, and “got on the bus.” New this year, guests were able to purchase “pieces” of a virtual bus in support of a much-needed school bus for the Center.

The highlight of the evening was an electric runway show featuring the hottest trends of the season – generously donated by Boston Proper. Eleven Spa in Delray graciously donated their services to style the models’ hair and make-up. Models then graced the runway presenting head-to-toe ensembles which were auctioned to the highest bidder near the conclusion of the event.

Nancy Hurd, CEO of the Achievement Centers commented, “Without contentious corporate citizens like Boston Proper we would not be able to help the hundreds of families that we do. The impact that we can make when we all work together is truly amazing.”

Sponsors who helped make this event possible included Chico’s FAS, Mast Global Fashions, The Kolter Group LLC, Muse, Boston Proper, PM Digital, Experian Cheetahmail, One World Apparel, RR Donnelley, Infogroup Targeting Solutions, Maggy London, Jonden Manufacturing Company, Inc., Spence, Donna Morgan, MC2 Model Management, BNY Mellon Wealth Management, Ultimate Apparel, and Stony Jewelry.

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ABOUT BOSTON PROPER:

Boston Proper, a division of Chico’s FAS, 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, www.twitter.com/boston_proper or pinterest.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.