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FOR IMMEDIATE RELEASE

SUPPORTING YOUR LOCAL COMMUNITY IS ALWAYS FASHIONABLE

BOCA RATON, FL (March 5, 2012) –

- ✓ Five –star hotel – check.
- ✓ Incredible food and drink – check.
- ✓ Beautiful women in sensuous must-have spring fashions – check.
- ✓ Support of an important cause– check, check!

If your love of fashion runs as deep as your passion for supporting local children in need, then The Proper Affair is a must-attend event. This exclusive fashion show and fundraiser will be held at The Boca Raton Resort & Club on Wednesday, April 18, 2012 from 6:30pm – 9:00pm.

The Proper Affair partners two outstanding local businesses; Boston Proper – a leading national catalog and online retailer of distinctive women’s clothing and accessories, with the Achievement Centers for Children & Families – a nonprofit organization that helps low-income children and families. For the fourth year, the event will bring guests together to bid on distinctive Boston Proper fashions showcased in a live runway show as well as an extensive high-end silent auction, with many one-of-a-kind items, all surrounded by fabulous food, drinks, music and friends.

Eleven Spa in Delray Beach will be styling hair and makeup for the models as they take to the catwalk to present Boston Proper’s newest and most sophisticated collection. Guests will also have the opportunity to vie for fabulous silent auction prizes as well as purchase raffle tickets for three incredible gifts: an Islamorada Vacation Escape, Disney World Tickets and a Diamond Necklace from Gregory’s Fine Jewelers. Event and raffle tickets can be purchased at www.properaffair.com.

“We are so excited about this year’s event. What began as a small luncheon four years ago has blossomed into an incredible evening with more than 300 guests. This is our favorite event because it affords us the opportunity to help those in need right here in our local community,” says Sheryl Clark, President, Boston Proper. “We are extremely grateful to Boston Proper for being such a loyal and supportive partner. The revenue raised through our event goes directly into providing quality programs for the 700 low-income children we serve and for helping us continue to be an affordable option for our children’s parents. Without the support and partnership of Boston Proper, we would not be able to have the positive impact on our community that we do,” stated Stephanie Seibel, Executive Director of the Achievement Centers for Children & Families Foundation.

Over 300 guests attended last year’s Proper Affair and helped raise over \$125,000 in support of the Achievement Centers’ programs. Tickets for 2012 The Proper Affair are \$160 and can be purchased at www.properaffair.com or by calling the ACCF at 561-266-0003.

Already, there have been a number of sponsors who have partnered with Boston Proper and The Achievement Centers including Chico’s FAS, Mast Global Fashions, The Kolter Group LLC, Muse, Maggy London, PM Digital, Experian Cheetahmail, MC2 Model Management, Stony Jewelry, BNY Mellon Wealth Management, One World Apparel and RR Donnelley.

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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 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.