

MEDIA RELEASE



DRESS FOR SUCCESS®
CENTRAL ALBERTA

DRESS FOR SUCCESS CENTRAL ALBERTA CELEBRATES 15 YEARS

April 30, 2025 | Red Deer, AB - Dress for Success Central Alberta (DFSCA) celebrates 15 years serving women in Central Alberta. DFSCA began operations in Red Deer in October of 2008, receiving official charity status on April 30, 2010. Over the past fifteen years, they have helped thousands of local women on their journey to economic independence. In 2024, they supported over 600 women through their career services, leadership programs, styling services, and community outreach initiatives. Last year their styling program helped 268 women secure employment, while they provided 156 with interview styling resources and 112 with employment styling resources. Their mission was supported by a dedicated group of volunteers collectively contributing 2,500 support hours.

"We know that to truly empower women economically and support them to achieve their highest potential we need to invest in a continuum of pre-employment and job-retention training, but also make sure they have access to professional networks and a community of support," says Erin Forbes, Executive Director, DFSCA. "Our growth over the past two years has been significant, and we know there is more that can be done to support our clients and community."

In their next chapter, DFSCA has a bold strategic plan to expand their services, ensuring they can meet the needs of the Central Alberta community and become the respected resource for workforce development for women. On Tuesday, May 20th, 2025 they will launch their new initiative and kick off their 15 year anniversary celebrations at their event, Success Stories Unplugged. DFSCA has plans throughout the year to continue their 15th anniversary celebrations.

Success Stories Unplugged is a fundraiser and community builder for DFSCA that will feature a candid discussion with local community and business leaders; Terry Loewen, Brenda Rebman, Craig Haan, Garrett Scott, and Sheila Musgrove, where the topics will include leadership, defining success, the value of resilience and the impact of investing in your community.

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RDP President Stuart Cullum is pleased to host the panel, "I chose to participate in the event because I believe deeply in the potential of central Alberta to be an engine of growth and innovation in the province. We have strong businesses, talented leaders, and excellent organizations like Dress for Success that are making a real impact in our community. I am excited to engage in conversations about how we can elevate that impact for the benefit of all central Albertans. This year's panelists bring a wealth of experience and expertise across diverse fields, and I'm excited to join them to discuss how we build a supportive and thriving city that champions each other." says Stuart.

More information about the event can be found at www.dfsc.ca/events. Tickets are \$85 each and include panel discussion, cocktail, and light appetizers.

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About Dress for Success Central Alberta

The first Dress for Success was founded in 1996 in a church basement in Manhattan, New York. The mission of Dress for Success quickly expanded throughout North America and then across the globe, demonstrating that achieving economic independence is a challenge that all women face regardless of their location, language, customs, or culture. Dress for Success now has 141 affiliates in 24 countries that have helped over 1.3 million women worldwide.

Dress for Success Central Alberta offers long-lasting solutions that enable women to break the cycle of poverty and create economic independence. They are an inclusive community that empowers women and believes every woman has the right to realize her full potential.

For more information please contact:

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