



<http://prom.about.com/b/2008/04/09/prom-karma.htm>

Casey's Proms / Formal Dances Blog

From [Casey Lewis](#),
Your Guide to [Proms / Formal Dances](#)

Wednesday April 9, 2008

Prom Karma

Justifying an expensive prom dress by promising ourselves that we will indeed wear it again is not unusual. Actually wearing again is, however, unusual. If you have a closet crammed with formal dresses that will likely never see the light of day (wearing it as a Halloween costumes doesn't count), consider donating them to local "dress drives."

Fashion newsie *Women's Wear Daily* announced that Hearst Magazines is launching **DonateMyDress.org**, an informational directory of dress drives across the country. Between *CosmoGIRL!*, *Seventeen*, *Teen*, and *MyPromStyle.com*, Hearst already has their finger on the prom pulse so if anyone can influence teens to part with their once-worn gowns, it is this publishing powerhouse.

For more information, visit DonateMyDress.org. Perhaps the good karma will bestow a gorgeous prom dress on you?