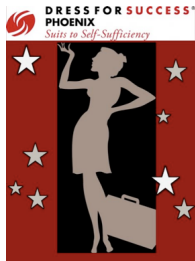


Dress for Success Phoenix

Written by Sona Patel

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Two \$5 bills and a \$1 bill. One \$10 bill. 11 \$1 bills. No matter how you make it, it's enough for a filling lunch from Paradise Bakery or a measly three gallons of gas. \$11 doesn't seem like much money at all, but it could make a big difference.



"\$11 in 2011" is a new campaign to help women of the Valley get back on their feet during these tough economic times. Founder of Dress for Success Phoenix, Lisa Doromal is hoping to reach a goal of \$111,000 in donations this year in order to greater their mission to give women a hand in being successful in the workforce.

For over a decade, Dress for Success boutiques across the nation and in other countries have opened new doors for women to take the right path toward finding jobs, especially in the current state of our Nation's economy.

The Phoenix location of Dress for Success couldn't have opened its doors in a better time in light of the rising unemployment rates back in 2010. Since then, Doromal has worked to fulfill the non-profit organization's mission: To help underprivileged women on the path to self-sufficiency by providing professional attire, a network of support, and career development tools.

Visit www.11in2011.org for more information.