



--For Immediate Release--

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## **ANNOUNCING THE LAUNCH OF DRESSDIBS™.COM**

### **Cedar Cliff High School Senior Launches Website to Prevent the Dreaded**

#### **“Oh No... She’s Wearing My Dress” Moment!**

CAMP HILL, PA-(April 30, 2010) -- Alexandra Wenger, Cedar Cliff High School senior, has built and launched DressDibs.com, a teen-focused, dress registry website designed to eliminate every girl’s fear of the “*Oh No... She’s Wearing My Dress*” Moment.

The universal, heart-stopping vision of “dress duplicity” occurring at an upcoming social function, annually contemplated by the site’s founder and myriads of her peers, fueled the brainstorm and mission to create DressDibs™.com as her senior year project.

The simple, social, fashion-savvy website enables girls to post photos and a description of the dress they plan to wear to a special event to alleviate dressing room anxiety and help prevent the horror of dress duplicity.

The site tagline explains it all: “Got the Dress. Get the Dibs.”

As the quaint ritual of dress shops recording each dress purchased by school or event no longer covers the bases in today’s world of department stores, traveled teens and turbo e-shopping, the use of DressDibs™ can help prevent the dreaded dress duplication disaster.

Teen expected applications, upload capabilities, graphics, information, databases etc... make the site as useful and relevant to the teen school social scene as their beloved Facebook on which, of course, there is the requisite DressDibs™ fan page.

As an added bonus, DressDibs™ also provides tons of well-researched ideas, information, resources, and links to help event goers find prom, homecoming and formal dresses, tuxes, jewelry, clutches, intimates, shoes and flowers under links such as “Got The Dress. Get The Rest.”

The site also calls attention to Donate My Dress.org, a national network of organizations dedicated to the collection and distribution of formal dresses, accessories, and other necessities to girls who might otherwise not have the opportunity to enjoy a special event due to economic restrictions.



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DressDibs™ was created, developed, and launched by Alexandra Wenger, high school senior at Cedar Cliff High School in Camp Hill, PA, as her senior year project, which is an extra educational, career exposure opportunity offered to qualifying seniors through the school's senior curriculum.

The year long endeavor was accomplished by Alexandra with the instruction, cooperation, and support of Mark McCauslin, Cedar Cliff High School senior project and career counselor; Chad and Anne Harnish of M Street Associates Website Architects, Lancaster, PA; Gregg Sheibley of 206 Design, Mechanicsburg, PA; and K.C. Wenger ,K.C.P.R. Public Relations & Communications, Lewisberry, PA.

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**Attachments:**

Homepage Screen Shot Jpeg

Headshot Alexandra Wenger, Founder of DressDibs™.com

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