

## Helping Women Feel Good about Who They Are During Women's History Month

*The Alliance of Career Development Nonprofits and WHW celebrated National Women's History Month by Empowering Women Seeking Employment in a National Event sponsored by Smart & Sexy*

**SANTA ANA, California, March 21, 2017** – The Alliance of Career Development Nonprofits (ACDN), WHW, a local nonprofit and ACDN member organization, along with eleven (11) other ACDN member organizations are hosting events in March throughout the United States aimed at helping women prepare for their journey to employment. On March 17<sup>th</sup>, 2017, WHW hosted Smart & Sophisticated Day, an all-day event for 20 Job Seekers in honor of Women's History Month. This event inspired the women, boosting their self-confidence so that they feel more assured and confident and, most of all, employable.

These annual events were first launched in 2012 by Alliance of Career Development Nonprofits (formerly known as The Women's Alliance) - a national organization of independent, community-based member organizations who provide career skills training and professional attire to unemployed and underemployed women and men - and sponsored by **Smart & Sexy**, one of the largest privately held lingerie companies in the country.



"It is difficult for those who have been out of the job market to find employment – this is true in times of job growth, economic downturn, or economic uncertainty. The need for the services our member agencies provide is crucial for individuals striving to gain employment. A lack of appropriate clothing to make an excellent first impression at an interview can create impossible barriers for disadvantaged women and men," says Lynda-Ross Vega, Board President of the Alliance of Career Development Nonprofits. "Our community-based, volunteer driven member organizations serve over 25,000 women and men each and every year, day in and day out assuring that individuals seeking self-sufficiency have an equal chance! This event brings awareness to this important work and the impact our members are having on thousands of people's lives in your community."

As part of the celebration, WHW provided a day of workforce training, a professional image class and individual support for the women with the goal of enabling them to take action, secure employment and enhance the quality of their lives. The goal of the holiday is to help women feel good about who they are, because feeling good is looking good. Women who attended WHW's Smart & Sophisticated Day received Smart & Sexy foundation garments from Smart & Sexy as well as job seeking skills training from leading local industry professionals and dedicated volunteers. The impact of the day was to demonstrate how WHW, ACDN and Smart & Sexy support women in more ways than one. One Job Seeker wrote, "Thank you to everyone who was involved with the Smart & Sophisticated event. Having support is so amazing. I am grateful!"

Special programming, including free foundational garments from Smart & Sexy, have been or will be held in the following cities during the month of March:

- **Bloom (San Rafael, CA) – March 16**
- **Bottomless Closet (New York, NY) - March 23**
- **Career Wardrobe (Philadelphia, PA) - March 27**
- **Desert Best Friend's Closet (Palm Desert, CA) – March 24**
- **Jackets for Jobs, Inc. (Detroit, MI) – March 15**
- **Junior League of Elizabeth Plainfield Career Closet (Cranford, NJ) – March 22**
- **Ladies of Valor Empowerment (Miami, FL) - March 25**
- **Suited for Success (Oklahoma City, OK) - March 23**
- **Tailored for Success (Malden, MA) – March 30**
- **Transforming Lives & Restoring Hope, Inc. (Roanoke Rapids, NC) – March 18**
- **WHW (Santa Ana, CA) – March 17**
- **YWCA Allentown's The Perfect Fit for Working Women (Allentown, PA) – March 27**

All Alliance of Career Development Nonprofits (ACDN) Members will receive product from Smart & Sexy to give to their job seekers. For a full list of ACDN members, visit: [www.acdnonline.org/locations](http://www.acdnonline.org/locations).

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**About WHW:** WHW is a 501(c)(3) that provides the unemployed and underemployed the skills and resources they need to get and keep a good job. Since 1993, WHW has served over 80,000 job seekers referred by over 275 partner agencies at no charge. Each year thousands of job seekers participate in programs focused on making them the most marketable candidate for the job they seek. Programs include: Employment Readiness Workshops, Computer Training, Job Placement Assistance, Employment Retention Assistance and Professional Apparel. For more information on WHW and how you can support their job seekers, please visit [www.whw.org](http://www.whw.org).

**About Smart & Sexy:** Smart & Sexy was founded with the idea that women should be able to have fashionably sexy lingerie that provides figure solutions at great prices. Today, we are one of the largest privately held lingerie companies in the US, selling over 60 million garments a year under numerous national brands. Smart & Sexy is our in-house brand created for the fashion savvy woman. Smart fit, sexy and flattering looks, quality, comfort and amazing value are the brand's guiding principles. Smart & Sexy is the in-house brand for Ariela & Associates International which was founded over 20 years ago and is one of the largest privately held lingerie companies in the country. Learn more: [www.smartandsexy.com](http://www.smartandsexy.com).

**About the Alliance of Career Development Nonprofits (ACDN):** The Alliance of Career Development Nonprofits (ACDN) is the leading network of unique community based non-profits that empower women and men to achieve economic independence. ACDN fosters the creation and growth of community-based organizations that assist individuals to secure and maintain employment. We believe anyone who wants a job, should get one. All ACDN member organizations offer free professional clothing so job seekers can make a great first impression. Each year, member agencies of ACDN assist more than 25,000 women and men across the country transition into the workplace. The professional clothing, training, and coaching services provided by our member agencies help women and men coming out of poverty, welfare, and other dire circumstances prepare for and succeed in the workplace. Since ACDN's inception, over 300,000 women and men have been outfitted with interview attire. Learn more: [www.acdnonline.org](http://www.acdnonline.org).

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