

WOODBURN COMPANY STORES

Photos of 2010 Winners Avail Upon Request

CALLING ALL ASPIRING CHILD AND ADULT MODELS Woodburn Company Stores Hosts Fourth Annual ‘Strike a Pose’ Model Search Benefiting Dress for Success

WOODBURN, Ore. – May 2, 2011 – Woodburn Company Stores invites aspiring models ages 4 to 40 ready for fashion fun-filled day, to compete in its fourth annual “Strike a Pose” event on Saturday, June 18, 2011.

Open Call for Participants

Registration is free and contestants are encouraged to sign-up by June 15. The first 100 people to pre-register will receive a Woodburn Company Stores “swag bag” filled with gifts. The application can be found at www.shop-woodburn.com. Participants may also register on-site the day of the event.

Date: June 18, 2011

Time: 9 – 11 am (On-site Registration)
9 – 2 pm (Dress for Success Clothing Drive)
11 am (Auditions Begin)
2 pm (Fashion Show)
2:30 pm (Winners Announced, Contestants Must be Present to Win)

Who: Aspiring models age 4 to 40 interested in competing in a model search. **All shapes and sizes encouraged to participate!**

Prizes Include Shopping Spree and Modeling Photo Shoot

Six finalists will be selected to earn a place in the outlet center’s back-to-school and other advertising campaigns, a professional photo shoot by Holland Studios, and a \$100 gift card. Two grand prize winners will receive an additional \$250 shopping spree, individual photo shoot, and a modeling card. They will also be prominently featured in Woodburn Company Stores print, billboard, online and LED advertising for one year and participate as a fashion contributor on www.outletgals.com.

Celebrity Judges, Fun Fashion Show for Everyone

A celebrity panel of judges including Alisa Sloan of *Portland Picks*, Marlynn Schotland a popular family blogger for Oregonlive.com, and Woodburn Company Stores’ General Manager Teri Sunderland will judge the contestants on appearance, runway walk and personality. An afternoon fashion show, featuring summer styles from the centers’ vast array of brands, will precede the announcement of the winners.

Event Clothing Drive to Benefit Dress for Success Oregon

Dress for Success provides clothing to disadvantaged women trying to enter the workforce. From 9 a.m. to 2 p.m., shoppers and Strike a Pose participants are encouraged to donate clothing, including purses, shoes, jewelry and other accessories, that would be appropriate to wear in an office setting. Donated items should be clean and in excellent condition. Plus-size clothing (sizes 16 +) is always in high demand.

About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support, and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 110 cities in the US, Australia, Canada, Ireland, Mexico, the Netherlands, New Zealand, Poland, the UK, and the West Indies. To date, Dress for Success has helped more than 600,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

About Woodburn Company Stores

Established in 1999, Woodburn Company Stores is the largest tax-free outlet center in the western United States. The award-winning center features more than 95 upscale outlet stores and attracts more than 4.4 million visitors each year. Woodburn Company Stores, a Craig Realty Group property, is conveniently located off Interstate 5 at Woodburn exit 271, just 30 minutes south of downtown Portland and 20 minutes north of Salem. For information, visit www.shop-woodburn.com, www.facebook.com/woodburncompanystores, or www.outletgals.com.

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