

## **FOR IMMEDIATE RELEASE**

**For more information, please contact:**

**Pamela Judd, AICI Philanthropy Chair**

**Tel: 718-530-3500**

**E-mail: Pam@PamelaJudd.com**

### **A MODERN-DAY CINDERELLA STORY COMES ALIVE AT AICI'S 2010 ANNUAL CONFERENCE IN VANCOUVER, BRITISH COLUMBIA**

**(New York)** The Association of Image Consultants International (AICI) celebrates its 20<sup>th</sup> Anniversary at the Renaissance Vancouver Hotel Harbourside from Thursday, May 20 - Sunday, May 23, 2010. This global gathering of image professionals launches a first-time effort entitled: "AICI Gives Back to the Cinderella Project." The Cinderella Project is a volunteer-based Vancouver charity that benefits deserving, underprivileged high school students by providing them with formal attire in order that they may attend their graduation festivities.

Pamela Judd, AICI CIP, AICI's international secretary and philanthropic chair, is enthusiastic about this special event, which takes place on Sunday, May 23, from 2:00 p.m. - 4:00 p.m., one month after the Cinderella Project's Boutique Day, also held at the Renaissance Hotel. "We are thrilled to be hosting this seminar, featuring some of our association's skilled image experts, as a benefit for these students to learn positive ways to build their confidence and self-esteem." A special highlight of the afternoon's session is the Blue Ribbon Ceremony, developed by the nonprofit group Difference Makers International, an idea conceived by team member Kasey Smith. Blue ribbons are being generously donated by the AICI South Central Chapter and attendees at the conference will have the opportunity to donate gift bags to the high schoolers and make a cash contribution to The Cinderella Project.

Sessions at this special workshop include: *Wardrobe Magic*, presented by Mexico-based Agueda Irizar, AICI CIP; *Self-Esteem and Social Skills*, delivered by San Francisco Bay Area's Rosa Maria Livesay, AICI FLC; *Your Best Colors*, by Makati City, Philippines-based associate member, Julia Robillos. Body Type Charts, sent to the attendees in advance by South Asia Singapore-based Delby Bragais, AICI FLC, will be interpreted and analyzed as part of the overall program.

"We are proud to launch *AICI Gives Back* in this special way," states Magoe Johnson, AICI CIP, the project chair spearheading this "philanthropy in action" initiative. "Many of these teens have grown up in poverty, and struggle to

maintain grades, while holding part-time jobs. What teenage girl doesn't love beautiful things?"

AICI, the Source for Image Professionals in Education, Experience and Excellence, represents personal and corporate image consultants in 22 chapters around the world. Membership includes over 40 countries with chapters located throughout North and South America, Europe, Asia and Australia. A non-profit organization, AICI is dedicated to advancing civility and philanthropy worldwide through their Civility Counts Project and International Civility Awareness Month.

On the Web at [www.aici.org](http://www.aici.org).

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