



FOR IMMEDIATE RELEASE

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**USO of Metropolitan New York and USO North Carolina Present OPERATION:
THAT'S MY DRESS! Benefitting Military Teens**

*Free Sherri Hill dresses and personal shopping help from Miss USA/Miss Teen USA
titleholders just in time for homecoming season*

WHAT: **Sherri Hill**, international designer for Hollywood celebrities and pageant contestants, is graciously donating a wonderful collection of her homecoming dresses through her partnership with USO of Metropolitan New York to the daughters and women of our armed services for the third annual, **Operation: That's My Dress!** with USO of North Carolina. This year's event will also feature the irresistible line of jewelry and fashion accessories from **Stella & Dot**.

For more than seventy-two years, the USO has been dedicated to lifting the spirits of America's troops and their families and this once in a life time experience for the daughters and wives of Camp Lejeune, Camp Johnson, MCAS New River and MCAS Cherry Point is a thank you for the sacrifices they have made as their mothers and fathers defend our freedom. **Operation: That's My Dress!** features food, music, entertainment from the USO Show Troupe and a private fashion show featuring gowns designed by Sherri Hill exclusively for homecoming season.

WHO: Sherri Hill, designer/international stylist
Military families and their teens
Miss USA and Miss Teen USA titleholders, personal shoppers
USO Show Troupe
USO of North Carolina
USO of Metropolitan New York

WHEN: **September 29, 2013**
1:15pm-6:30 pm

1:15pm Meet and Greet with Miss USA, and Miss Teen USA State Title Holders

Camp Lejeune Base Theater
McHugh Blvd

1:30pm Doors Open

2:00pm FASHION EXTRAVAGANZA

Fashion on the Runway featuring the USO Show Troupe, Miss USA, and Miss Teen USA State Title Holders from across the USA

3:30pm THE DRESS EXPO

USO of NC Jacksonville
9 Tallman Street

The Dress Expo for military teens and their parents ends at 5:00 p.m. From 5:00pm to 6:30pm, *The Dress Expo* opens to military spouses. When pre-registered attendees enter *The Dress Expo*, they will be greeted by the USO Show Troupe, more than a dozen pageant winners, and models to personally help them select the dress, jewelry, and accessories of their dreams. Hair and makeup demos will also be available to every participant to help them prepare for that special event.

WHERE: Camp Lejeune (United States military post located in North Carolina) and USO of NC Jacksonville

SPECIAL

NOTE: For media interested in covering the event please RSVP to Sarah Camille Hipp at schipp@uso.org by September 27th. Media is covered to attend both the *Fashion Extravaganza* and *The Dress Expo*.

About the USO

The USO lifts the spirits of America's troops and their families millions of times each year at hundreds of places worldwide. We provide a touch of home through centers at airports and military bases in the U.S. and abroad, top quality entertainment and innovative programs and services. We also provide critical support to those who need us most, including forward-deployed troops, military families, wounded warriors and families of the fallen. The USO is a private, non-profit organization, not a government agency. Our programs and services are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff.