



FOR IMMEDIATE RELEASE

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USO Teams Up with Duck Dynasty Stars and Designer Sherri Hill to Give Military Teens Complimentary Prom Dresses at Operation: That's My Dress! in NYC

Event to feature a Fashion Show Extravaganza with Miss USA and Miss Teen USA titleholders, more than 400 designer dresses and a Military Family Field House Experience

WHAT: **Sherri Hill**, international designer for Hollywood celebrities and pageant contestants, is graciously donating more than 400 prom dresses from her collection to the daughters and women of our armed services for the fourth **USO Operation: That's My Dress!** in New York City. For the first time, stars from A&E's hit series '**Duck Dynasty**' and Sherri Hill will join the event to share the experience with our troops and families during the Month of the Military Child. Sherri Hill has teamed up with Sadie Robertson to create an original retro inspired collection for 2014 prom season, the "Sadie Robertson Live Original."

USO of Metropolitan New York has also adapted the event to include the entire family (ages 5 and up) and will also host the Military Family Field House Experience at Chelsea Piers Sports & Entertainment Complex. Participants will enjoy food and activities, including trampoline lessons, shooting hoops on two basketball courts, climbing a 23-foot indoor climbing wall and trying out state-of-the-art batting cages and a ProBatter® Simulator, which is used at Major League Baseball stadiums and training sites.

For more than 73 years, the USO has been dedicated to creating moments like this for America's troops and their families. **Operation: That's My Dress!** is a once in a lifetime moment for the military children of the New York. It is just one way the USO says thank you for the sacrifices military children make while their mothers and fathers defend our freedom. Since the inception of **Operation: That's My Dress!**, Sherri Hill and the USO have provided more than \$1 million in dresses to military families at Fort Campbell, Fort Hood and Camp Lejeune. A similar event is scheduled for this fall in the San Diego Area.

WHO: Sherri Hill, designer/international stylist
'Duck Dynasty' star Korie Robertson
'Duck Dynasty' star Sadie Robertson
Miss USA and Miss Teen USA titleholders, personal shoppers
USO Show Troupe
John I. Pray, Jr. President and CEO of the USO
Brian Whiting, President and CEO of USO of Metropolitan New York
Kaitlin Monte, television personality and WNBC television host

Troops and their families

WHEN:

April 13, 2014

1:30pm-6:00 pm

1:30pm Registration

The Gallery, Pier 60

All registrants and their guests must arrive together. Active duty military ID and a print-out of your email registration confirmation are required to enter.

2:00pm FASHION EXTRAVAGANZA

The Oceanic Ballroom, Pier 60

Fashion on the Runway featuring Duck Dynasty stars Korie and Sadie, the USO Show Troupe, Miss USA, and Miss Teen USA State Title Holders from across the USA

3:00pm THE PROM EXPO

The Majestic Ballroom, Pier 60

When pre-registered attendees enter the prom expo, they will be greeted by 'Duck Dynasty' stars Korie and Sadie, the USO Show Troupe, more than 40 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.

3:00pm MILITARY FAMILY FIELD HOUSE EXPERIENCE

Pier 62

Participation in the Military Family Field House Experience is on a first-come, first-served basis. Interested participants ages 5 and up can register for the Field House on the day of the event. Attendees will have the opportunity to play basketball, climb the indoor rock wall, try out the batting cages and more.

WHERE:

The Chelsea Piers Sports & Entertainment Complex (Pier 60 and Pier 62)

23rd Street & Hudson River Park

New York, NY 10011

SPECIAL

NOTE:

For media interested in covering the event please RSVP to Sarah Camille Hipp at schipp@uso.org by April 11th. To register, visit usooperationthatsmydress.org.

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.