



**FOR IMMEDIATE RELEASE**

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**Local Military Teens to Receive Homecoming and Holiday Dresses Designed by SHERRI HILL at USO's Operation: That's My Dress!**

*Once in a lifetime opportunity for day of fun includes Fashion Show, special appearances from Miss USA and Miss Teen USA titleholders and a Homecoming Football Party for military families*

**WHAT:** Just in time for homecoming and the holidays, **USO Operation: That's My Dress!** will give military teens in the Jacksonville area a day of fun and a chance to pick out the dress of their dreams, designed by international designer Sherri Hill. In its fifth year, this popular event will also feature Stella & Dot jewelry and fashion accessories so the military teens attending can get a completely accessorized look from head to toe.

**USO Operation: That's My Dress!** begins with a Fashion Show Extravaganza, featuring Miss USA and Miss Teen USA state title-holders from across the country and entertainment by the USO Show Troupe. Next comes the Dress Expo where military teens can enjoy hair and makeup demonstrations, consultations with celebrity stylists and pageant contestants, and jewelry and makeup giveaways. Hundreds of dress options will fill the Dress Expo, with Miss Teen USA titleholders helping each girl to help find her dream gown.

Greater Jacksonville Area USO expanded **USO Operation: That's My Dress!** to include the entire family with a Homecoming Football Party. The football experience will include a telecast of an NFL Football game and a tailgate party and giveaways for 100 lucky siblings. 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 in New York City, Fort Campbell, Fort Hood and Camp Lejeune.

**WHY:** **USO Operation: That's My Dress!** is a once in a lifetime moment for the military children of the greater Jacksonville area. It is just one way the USO says thank you for the sacrifices military children make while their mothers and fathers defend our freedom.

**WHO:** Miss USA and Miss Teen USA titleholders, personal shoppers  
USO Show Troupe  
Mike O'Brien, Executive Director of Greater Jacksonville Area USO  
Ray Kennedy, VP USO of Metropolitan New York  
Troops and their families  
Former Jacksonville Jaguars Donovan Darius, Paul Frase and Marlon McCree

**WHEN:** **November 16, 2014**

1:30pm-7:00 pm

**1:30pm Registration**

*Hotel Lobby, Omni Jacksonville Hotel*

**2:00pm FASHION EXTRAVAGANZA**

*Florida Ballroom C & D, Omni Jacksonville Hotel*

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

**3:00pm THE DRESS EXPO**

*Florida Ballroom C & D, Omni Jacksonville Hotel*

USO Show Troupe, pageant winners and models personally help guests 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 HOMECOMING FOOTBALL PARTY**

*Pensacola Ballroom, Omni Jacksonville Hotel*

**WHERE:** Omni Jacksonville Hotel

245 Water St

Jacksonville, FL 32202

**SPECIAL**

**NOTE:** For media interested in covering the event please RSVP to Sarah Camille Hipp at [schipp@uso.org](mailto:schipp@uso.org) by November 14th. To register, visit [usooperationthatsmydress.org](http://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.*