



# The Princess and the Posy *Pioneer Wholesale Co.'s Charity Prom Dress Drive*

Held at Florist Shops Nationwide  
Helping Florists Help Their Communities

Florists: Receive **\$2 in Pioneer Prom Perks** for each dress you collect for your local charity prom.\*

The florist that collects the most dresses will receive a  
*Grand Prize - \$250 Prom Package with corsage bracelets, ribbon and bling.*

## *Helping Florists Help Their Communities*

*HELP THE RECIPIENTS* - Thousands of terminally ill or economically disadvantaged teenage girls who would otherwise be unable to attend a prom get to have one evening of a "normal" childhood and fulfill their dreams.

*HELP THE DONORS* - The girls who donate their dresses will learn a valuable lesson in giving that will stay with them.

*HELP THE CHARITY* - The charity coordinators depend on the participation of local businesses for their charity proms to succeed.

And in the end... you *HELP YOUR BUSINESS* as well. When the donor brings in her dress, she gets to know you and your shop as well as see your prom selection and will (hopefully!) purchase her prom flowers from you. Today's prom girls are tomorrow's brides and customers for life. It also provides publicity for your shop, within the community and the local media.

*Any questions? Contact Sarah at Pioneer Wholesale Co.: [srbot@pioneerwholesaleco.com](mailto:srbot@pioneerwholesaleco.com)*

***[www.pioneerwholesaleco.com/promdressdrive.htm](http://www.pioneerwholesaleco.com/promdressdrive.htm)***

\*Maximum \$100. Value of prom hardgoods order must be at least double the value of the Prom Perks

Pioneer Wholesale Co. [www.pioneerwholesaleco.com](http://www.pioneerwholesaleco.com) 888-234-5400



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## *How to Participate*

1. Find a local charity prom to work with. Almost every community has one.
2. Go to [www.pioneerwholesaleco.com/promdressdrive.htm](http://www.pioneerwholesaleco.com/promdressdrive.htm) for an Intent to Participate application, as well FREE Marketing Materials that you can customize and use.
3. Advertise and conduct your event.
4. After your event is complete, send us a picture of the dresses as well as a receipt from the charity.
5. We will credit you \$2 for every dress\* donated toward your prom hard-goods order with us.

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