
PRESS RELEASE
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Red House Consulting to Match Cash Donations to the Dress for Success Program at the 2013 AIIP Conference

Denver, CO – March 16th, 2013 – Jocelyn Sheppard has announced that Red House Consulting will match dollar for dollar (up to \$500) cash donations made to the Dress for Success program at the 2013 AIIP Conference, to be held on April 3-7 in Denver.

Dress for Success, an international nonprofit organization, seeks to promote the economic independence of disadvantaged women by providing professional attire, a network of support, and the career development tools to help them thrive in work and in life. With over 120 affiliates worldwide, Dress for Success supports women joining or returning to the work force by offering interview coaching, job transition programs, and other career mentoring services. The organization also provides suits and other professional attire to help disadvantaged women make a great first impression at interviews and land jobs that change their lives.

For the 27th annual conference, the Association of Independent Information Professionals (AIIP) is partnering with the Rocky Mountain Chapter of Special Libraries Association to hold a donation drive to benefit Dress for Success Denver. “As an organization that supports information professionals who are themselves often in transition, we are happy to be helping Dress for Success support women transitioning into the workforce,” says Jocelyn Sheppard, who is currently President-Elect of AIIP. “It’s a nice fit.”

As the founder of a woman-owned business, Dr. Sheppard is no stranger to career transitions, and she knows what a confidence boost the right professional attire can provide. “It may seem obvious, but the right set of clothes can make or break a job interview,” she points out. “However, many disadvantaged women just don’t have the means to go out and buy a suit when they are unemployed. That’s why initiatives like Dress for Success are so important.” Dr. Sheppard’s personal connection to the cause inspired her to commit matching funds up to \$500 to help kickstart the donation drive at this year’s AIIP conference.

“Having a matching donor really helps to create an added incentive,” said Connie Clem, 2013-2014 AIIP President-Elect. With over 100 attendees expected at the conference next month, AIIP organizers hope to collect enough donations to make a major difference for disadvantaged women in the Denver area. Donations will be accepted at the conference hotel, and attendees are encouraged to give back as part of the conference experience. Dress for Success accepts cash donations as well as professional clothing in good condition, including suits and other interview-appropriate attire, unopened make-up, and professional shoes and handbags. Donations can also be made online at www.givingfirst.org/DressforSuccess, or sent by mail to *Dress for Success Denver, 1510 High Street, Denver, CO 80218*.

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Learn more about the **Association of Independent Information Professionals** at www.aiip.org.
