

**FOR IMMEDIATE RELEASE**

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**WHW AND THE WOMEN'S ALLIANCE CELEBRATE NATIONAL WOMEN'S HISTORY MONTH BY HONORING AND EMPOWERING WOMEN SEEKING EMPLOYMENT IN A NATIONAL EVENT PRESENTED BY ARIELA-ALPHA INTERNATIONAL**

Santa Ana, California (March 10, 2014) – On March 28th, WHW (Women Helping Women/Men2Work) and The Women's Alliance will host a day long celebratory event at WHW in Santa Ana in honor of Women's History Month. WHW, The Women's Alliance and eight other TWA member organizations are kicking off events in March throughout the U.S. aimed at helping women prepare as much as possible for employment. Smart and Sexy Day will inspire women – boosting their self-confidence so that they feel assured, confident and, most of all, employable. The holiday was originally launched in 2012 by The Women's Alliance (TWA) - a national organization of independent, community-based member organizations who provide professional attire and career skills training to low-income women - and sponsored by Ariela-Alpha International, one of the largest privately held lingerie companies in the country.

"In today's slow rebounding economy, it continues to be difficult for those who have been out of the job market to find employment. Combine that with not having the appropriate clothing to make an excellent first impression at an interview, it can create impossible barriers for some disadvantaged women," says Jeanne Flint, president of The Women's Alliance. "Our community-based, volunteer driven member organizations serve over 60,000 women each and every year, day in and day out assuring low-income women seeking self-sufficiency have an equal chance! Smart & Sexy Day brings awareness to this important work and the impact our members are having on thousands of women's lives in your community."

As part of the celebration, WHW will provide a day of workforce training, professional image classes and individual support for women with the goal of enabling them to take action, secure employment and enhance the quality of their lives. The goal of the holiday is to help women feel good about who they are, because feeling good is looking good. Women who participate in Smart & Sexy Day will receive Smart & Sexy foundation garments from Ariela-Alpha International as well as job seeking skills training. The impact of the day is to demonstrate how Ariela-Alpha, TWA and WHW support women in more ways than one!

"We find that when women wear clothing that fits right and looks professional, they are more confident and can project that confidence in an interview," says Flint. "You want to be able to put your best foot forward every time you meet with a prospective employer or make a networking contact. Providing that learning opportunity during Smart and Sexy Day – and every day – is the mission of our 25 member organizations."

Special programming, including accurate fittings and free foundational garments from Ariela-Alpha International, will be held in the following cities in the month of March:

- Bottomless Closet New York (New York, NY)
- The Career Wardrobe (Philadelphia, PA)
- Desert Best Friend's Closet, (Palm Desert, CA)
- Image for Success (San Rafael, CA)
- Ladies of Valor Empowerment (Miami, FL)
- Tailored for Success (Malden, MA)
- Transforming Lives and Restoring Hope, Inc. (Newport News, VA)
- Suited for Success (Oklahoma City, OK)
- WHW (Women Helping Women/Men2Work) (Santa Ana, CA)

**About WHW (Women Helping Women/Men2Work).** WHW is a 501(c)(3) whose mission is to provide comprehensive employment support services to empower disadvantaged men, women and teens to achieve economic self-sufficiency through employment success and who has served over 40,000 clients since 1993. WHW's 20 year Employment Success Program includes resume and interviewing skills, workshops, computer classes, job placement, image consulting, professional clothing appropriate for interviews and transportation services. Supported by United Way, WHW's services are always at no charge or obligation to clients and referring non-profit partners. For more information on WHW and its Employment Success Program, go to [www.whw.org](http://www.whw.org).

**About The Women's Alliance.** The Women's Alliance is a national organization of independent, community-based members who provide professional attire and career skills training to low income women and their families seeking self-sufficiency. Please visit [www.thewomensalliance.org](http://www.thewomensalliance.org) for more information.

**About Smart & Sexy.** Smart & Sexy® is an in-house designed and marketed lingerie brand, created by Ariela-Alpha International, and has fast become a nationally recognized name. The brand is available at Walmart and Walmart.com to millions of women who look for fantastic fit & fashion that won't break the bank. Additionally, Smart & Sexy® supports women in more ways than one – for every Smart & Sexy item sold, a donation is made to organizations that support and empower women. Through a variety of partnerships and product category extensions, Smart & Sexy® is becoming a true lifestyle brand. For more information, please visit [www.smartandsexy.com](http://www.smartandsexy.com)

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