



PRESS RELEASE

For Immediate Release: January 18, Tuesday

Media Contact: Joe Zicarelli

866.695.2532 or joe@owlcleaners.com

St. Lucy's Auxiliary for the Blind and Pittsburgh's Owl Cleaners Team Up with Miss Arizona 2012 to Dress Our Military Families

St. Lucy's Auxiliary for the Blind and Owl Cleaners are collecting the formal gowns worn at the Auxiliary's annual Medallion Ball to be cleaned and distributed to US Military and Military Dependents at Luke AFB in Phoenix, AZ.

PITTSBURGH – A serendipitous series of events has brought together Pittsburgh's oldest Dry Cleaner, Owl Cleaners, with St. Lucy's Auxiliary for the Blind and Erika Frantzve, Miss Arizona 2012, and her charity, *Everyday Heroes Like You*. The three will team together to collect, clean, and distribute the formal gowns worn by attendees of the Auxiliary's Medallion Ball to personnel and dependents at Luke Air Force Base (AFB) in Phoenix, Arizona.

The first of the happy events that created this partnership took place on a plane bound from Pittsburgh to Phoenix on Mother's Day weekend of 2012. Says Patty Orringer, St. Lucy's Past President and current Board member, "The stewardess announced that there was a celebrity on the plane, Miss Arizona 2012, and mentioned that she was collecting wedding dresses for military personnel."

Orringer then struck up a conversation with Frantzve, mentioning her ties to St. Lucy's and its annual Medallion Ball. Happy coincidence number two occurred when, Frantzve, whose mother was originally from Washington, PA, mentioned her familiarity with the Medallion Ball.

The Medallion Ball is the culminating event of the St. Lucy's Auxiliary for the Blind's Junior Medallion Program, which fosters community service among Pittsburgh's teenage girls. Girls are enrolled in the program in their eighth grade year, performing 150 or more hours of community service before their graduation from high school. Participants are presented in white formal gowns at the annual Medallion Ball, where they receive recognition for their work and are presented with a medallion of Joan of Arc by the Bishop of Pittsburgh. Founded in 1957, St. Lucy's is celebrating its 50th the Medallion Ball this year.

"Our Medallion Ball attendees wear beautiful white formal gowns as they are presented to the Bishop," says Orringer. "Then the girls are left with dresses they will never wear again to a wedding or a prom. Their moms come to me asking what to do with the dress, as it will never get worn again."

Enter Heather Zicarelli of Owl Cleaners, a member of St. Lucy's and friend of Orringer's. When she heard about the project with Frantzve, Zicarelli immediately thought of how she and Owl Cleaners could help.

"I am always inspired to help our soldiers or soldiers families in any way," says Ziccarelli. "When Patty told me she wanted to collect Medallion Ball dresses for this cause I knew I had to and could help her with cleaning, preservation and shipping. This is an everyday activity for our business and I wanted to assist her in making this happen. I really like Patty and was excited about working on a project with her."

Thus the three-way partnership was born.

Now, when mothers come to her asking "what do we do with this dress?", Orringer will direct them to Ziccarelli and Owl Cleaners. Ziccarelli, in turn, will clean and store the dresses until enough have been collected to ship to Frantzve.

"We just started collecting dresses, and we've collected ten already," says Orringer. "It's really exciting!"

Medallion Ball gowns or gently worn wedding gowns from the general public may be dropped off at Owl Cleaners' Pine Township location at 155 Towne Centre Drive, Wexford, PA 15090 Monday through Friday from 7:30 a.m. to 7:00 p.m. and Saturdays from 9:00 a.m. to 4:00 p.m. Owl Cleaners will clean the dresses (if necessary), store the dresses, and ship the dresses to Frantzve and *Everyday Heroes Like You*. Frantzve and her team in Arizona will distribute the gowns to members of the military and their dependents at Luke AFB in Phoenix.

Ziccarelli is currently accepting dresses from members of St. Lucy's and the general public.

For more information on St. Lucy's Auxiliary for the Blind, please visit <http://stlucysauxiliary.org/>.

For more information on Everyday Heroes Like You, please visit <http://www.www.everydayheroeslikeyou.com>.

For more information on Owl Cleaners, please visit <http://www.owlcleaners.com>.

###

About Owl Cleaners:

Family-owned and operated since 1952, Owl Cleaners has eight locations throughout the Pittsburgh area. In addition to garment cleaning and pressing, Owl Cleaners offers a myriad of other services: Home and Office Pick-up and Delivery, Alterations, Couture Care of Fashion, Archival Quality Museum Care (TM) Wedding Gown Preservation, Vintage Textile Restoration, Household Item Cleaning, and Shoe Repair. Owl Cleaners is honored to have been selected as one of America's Best Cleaners. Through its affiliation with America's Best Cleaners, Owl Cleaners is recommended by top designer's such as Escada, BOGNER, IKE BEHAR, JHANE BARNES and L.Gambert shirts. Owl Cleaners is also a member of the Certified Restoration Drycleaning Network (CRDN) which provides emergency textile services for home owners who experience a disaster, and the Green Business Bureau, the country's leading certification for environmentally-responsible business practices.

Contact:

Joe Zicarelli

Owner

165 Northgate Drive

Warrendale, PA 15086

(724) 933-1671

joe@owlcleaners.com