



Florence Crittenton

Where Hope Comes to Life

FOR IMMEDIATE RELEASE

October 16, 2018

MEDIA CONTACTS: Trisha Anthony
Gordon C. James Public Relations
602.274.1988 (p)/602.316.3205 (m)
tanthony@gcjpr.com

Amanda Lasita
Florence Crittenton
602-288-4555 (o)/775-354-8200 (m)
alasita@flocrit.org

Annual Florence Crittenton Shopping Extravaganza Nets Over \$35,000

Proceeds to Benefit Life-Changing Programs for Arizona Girls and Young Women

PHOENIX – Florence Crittenton hosted its 10th Annual Heels for Healing and Diva Dash on Saturday, September 29th at Florence Crittenton’s upscale resale store, Flo’s on 7th, netting \$39,057. An estimated 600 shoes and handbags were sold at the one-day charitable shopping event to benefit the nonprofit’s life-changing programs for girls, young women and their families.

“For the past ten years, we have received amazing support from our community in helping us accomplish our vision,” says Dr. Kellie M. Warren, Florence Crittenton’s Chief Executive Officer. “Whether it’s participating in the Diva Dash, shopping or donating items, the community’s contribution helps us to live our mission of providing safety, hope and opportunity to every girl whose life we touch.”

Longtime friends and supporters of Florence Crittenton Debbie Gaby and Deborah Bateman, valley community philanthropists, served as honorary co-chairs for this year’s event. As the founder and president of Debbie Gaby Charities, Debbie Gaby supports a wide variety of causes throughout Arizona. Deborah Bateman currently serves as the Vice Chairman of the Board of Directors for National Bank of Arizona. Together, they maintain a strong commitment to the community and added strong energy and enthusiasm to Heels for Healing and the Diva Dash. Other sponsors included Albertson’s Safeway Foundation, Florence Crittenton Auxiliary, and more.

The day’s festivities began with the Diva Dash at 8:00 a.m. with teams of four taking on the obstacle course, each wearing their best pair of high heels (1.5 inches or higher). Competitors had to dribble a basketball, ride a tricycle, hula hoop and dash their way to victory while the crowd cheered them on. This year’s winning team was made up of girls from Florence Crittenton’s Girls Leadership Academy and was sponsored by the National Bank of Arizona.

Following the Diva Dash, shoppers enjoyed incredibly low prices on new and gently used designer heels and handbags. Lining the racks were high end brands such as Christian Louboutin, Louis Vuitton, Michael Kors, Kate Spade and Gucci.

For more information on Florence Crittenton and its upcoming community events, please visit www.flocrit.org.

About Florence Crittenton

Founded in 1896, the mission of Florence Crittenton is to give every girl whose life we touch safety, hope and opportunity. The Agency has helped foster the recovery of girls and young women who have endured periods of victimization, chronic neglect, homelessness, poverty, teen pregnancy, drug abuse and/or mental instability. Our evidenced-based programs and services provide counseling, education, healthcare, housing and social support to young women and girls, ages 10-to-25. Also, Florence Crittenton holds the charter for the state’s first and only public, single-gender preparatory school, the Girls Leadership Academy of Arizona (GLAAZ).

###