

FOR IMMEDIATE RELEASE:

**The Southeast Michigan Community Alliance (SEMCA) hosts a
“Get Dressed Up Not Messed Up” Prom Fashion Show at Westland Mall April 24**

TAYLOR, MI – April 15, 2004 – Stylish trends and awareness efforts will make for an extraordinary fashion show. The “Get Dressed Up Not Messed Up” Prom Fashion Show, hosted by the Southeast Michigan Community Alliance (SEMCA) in conjunction with Mothers Against Drunk Driving (MADD) will be held to raise awareness about drinking during prom season.

The fashion show, which will feature local celebrity escorts and district court circuit judges along with Students Against Drunk Driving members, will be held on Saturday, April 24 from 3 – 5 p.m. at Westland Mall in the east court, located at 35000 West Warren Road in Westland.

“This is not only a fun event, but we hope teens will be better informed about the dangers of alcohol, so they can make healthy decisions,” said Theresa Webster, prevention administrator for SEMCA. “Even if a child is not driving they’re still in danger,” said Webster.

“For the first time in 20 years MADD has changed its mission due to the alarming amount of young people not only drinking, but also losing their lives,” said Jenny Lozano, Wayne County chapter director of MADD. “By showing teens the consequences they can make the night a lifetime memory, not a lifetime tragedy,” explained Lozano.

Marshall Field’s and its Premiere Salon and Spa, JCPenney, Steve Petix Formal Wear and Benson Diamond Jewelers will display prom dresses, tuxedos and jewelry used in the show. DRQ 93.1 will also be present spinning the latest tunes and enforcing the message of a safe prom season.

Celebrity models aren’t the only event highlight — SEMCA and MADD will give attendees a glimpse at the dangers of an actual car crash. Westland firefighters will show how emergency equipment, such as the Jaws of Life, is used at an accident scene.

Also a roadside memorial display will depict how one man’s personal tragedy inspires him to visit memorial sites to share his stories and pictures with others.

“Our goal is to help young people understand the consequences of an alcohol related accident through a victim’s eyes,” said Jack O’Reilly, executive director of SEMCA. “We want students to make the right decisions and to be safe so they can enter the next phase of their lives,” explained O’Reilly.

For more information please contact Melissa Thrasher, public relations coordinator at 734.229.3553 or visit www.semcaprevention.org.

The Southeast Michigan Community Alliance (SEMCA) administers human service programs throughout Wayne and Monroe counties excluding the city of Detroit.

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