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**The New1037 Project Glam**  
***Free Prom Dresses and Tux Rentals for Girls and Guys in Need***

**CHARLOTTE, N.C. – Wednesday, March 8, 2017 –** The New1037/WSOC is giving away free Prom dresses to area high school girls in need! It's happening on Saturday, March 11 at a 1037 booth in the Carolina Place Mall in Pineville. Starting at 10am, the New1037 will offer beautiful, donated Prom dresses for girls to keep, as well as free tux rentals courtesy of Men's Wearhouse, for high school guys to borrow.

The New1037 is currently asking listeners to empty their closets and donate prom dresses, bridesmaid dresses and formal gowns for Project Glam. This concept was created by The New 1037 Team.

"For three successful years, our New1037 Project Glam has offered local girls the opportunity to find that perfect dress that they might not have been able to afford, so they get to look glamorous on Prom Night!" said DJ Stout, operations manager and program director for WSOC. "I can't think of a more worthwhile way to help make their prom dreams come true."

Donated dresses are now being accepted at The New 1037 Studios located at 1520 South Boulevard Suite 300 and the eight locations of Elite Cleaners in Charlotte and Matthews and Indian Trail through March 10. Special thanks to our partners Carolina Place Mall, Lily Rose Bridal, JCPenney, Sears, and Reeves Enterprises.

The New 1037 is available on-air, online at **thenew1037.com** and through the iRadioNow app on a variety of mobile devices. Follow The New 1037 at **twitter.com/thenew1037** and check out daily updates on **facebook.com/1037wsoc**.

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