



For Immediate Release

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A Dance Back In Time  
Second Times A Charms Adult Prom

Palmer, MA, November 2021- After two years of proms being cancelled or heavily altered, Second Time's A Charm in Palmer MA is ready for some pandemic-free proms. Second Time's A Charm is a nonprofit organization dedicated to allowing all students to be able to afford to go to prom, and look good doing it. This amazing charity offers dresses, suits, shoes, accessories, and more to all prom-goers free of charge.

Second Time's A Charm will be hosting their second annual adult prom fundraiser on November 13, 2021 at the Ludlow Country Club in Ludlow, MA. All profits from this event will go to support the boutique in their 2022 prom season. These expenses include rent and utilities, as well as the upkeep of the space and the formal wear itself.

Activities provided will be anything you'd expect at a normal prom; dinner, dancing, dressing up, and more details to come soon.

Formal wear is not required but is heavily encouraged and recommended. Formal wear can be rented from Second Time's A Charm for ten dollars for the night. Proceeds from these rentals will go towards benefitting the charity as well.

About Second Time's A Charm

The boutique's owner, Michelle Anecchirco, has been teaching at Ludlow Public Schools for many years now. Multiple times she has rejoiced about how wonderful it is to watch the kids she taught in elementary and middle school growing up, and coming into the shop to find their perfect dress. "Every weekend at the shop is amazing! The smiles on the young ladies' faces (and moms and dads too) are amazing!"