

Administrative Office

**BAKERSFIELD
HOMELESS
CENTER**

**ALLIANCE
AGAINST FAMILY
VIOLENCE AND
SEXUAL ASSAULT**

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**Alliance Against Family Violence and Sexual Assault &
Bakersfield Homeless Center**

Contact: Louis B. Gill, Jr.
322-0931 or 322-9199 (9/29/09)

FOR IMMEDIATE RELEASE

**UPGRADE YOUR JEANS AT A DISCOUNT AND HELP VICTIMS OF
DOMESTIC ABUSE**

Did you know that helping a victim of domestic violence can be as easy—and fun!—as trading in a pair of gently used jeans for \$25 off a new pair?

You can thank Christine's and LoLo's Women's Boutiques at Stockdale Fashion Plaza, and partner nonprofits the Alliance Against Family Violence and Sexual Assault and the Bakersfield Homeless Center, for the do-good-while-you-shop experience from **October 1 through 10.**

Beginning at 4 p.m. Thursday with the colorful balloon-release kick-off of the "Ninth Annual Denim Exchange" in observance of Domestic Violence Awareness Month, you can bring in a pair of gently used denim jeans (women's, children's or men's) to **Christine's at 4915 Stockdale Highway**, or **LoLo's** a couple of doors down **at 5003 Stockdale Highway**, and receive a \$25 discount on a new pair off the racks at either store. (Sorry guys, Christine's and LoLo's only sell girly stuff.)

Lori Malkin, who owns both boutiques, will donate your old jeans to the shelters at the Alliance and the Bakersfield Homeless Center, to be used by victims of domestic violence and the homelessness that often accompanies it.

"We are very grateful for the support of Lolo's and Christine's. Community partners like Lori Malkin make our work possible," said Louis Gill, Executive Director of both the Alliance and the Homeless Center.

"Through my customers, I am building awareness in our community about what the needs are in our local nonprofits," Malkin said. She said shoppers will also have a chance to register for a drawing to win a free pair of jeans during the Denim Exchange.

Store hours are 10 a.m. to 6 p.m. Monday-Friday, and 10 a.m. to 5 p.m. Saturday.

For more information, call:

- Alliance Against Family Violence and Sexual Assault, 322-0931;
- Bakersfield Homeless Center, 322-9199;
- Christine's Boutique, 834-3068; or
- LoLo's Boutique, 835-5656.