

**BOTTOMLESS
CLOSET**

connecting
**women and
work**

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BOTTOMLESS CLOSET JOINS THE MACY'S SHOP FOR A CAUSE CHARITY CHALLENGE ON CROWDRISE

Supporters can help Bottomless Closet win \$100,000 grand prize by donating to its CrowdRise campaign, joining the fundraising team

NEW YORK, N.Y. — Bottomless Closet today announced that it has been selected to participate in the Macy's Shop For A Cause Charity Challenge, a fundraising competition on CrowdRise, the largest crowdfunding platform for good. Participating charities across the country will compete for up to \$300,000 in prize money.

Bottomless Closet has joined the Challenge in hopes of raising money to support its mission to help disadvantaged New York City women reenter the workforce and achieve success. Bottomless Closet provides its clients with career-appropriate attire, resume help, interview prep, and personal and professional development workshops to help them flourish in their new careers, and it's all provided free of charge.

"Bottomless Closet is extremely grateful to be a part of Macy's Shop For A Cause Charity Challenge this year. Our mission is centered on helping our clients who, despite enduring some unimaginable things in their lives – everything from poverty and homelessness to domestic violence, substance abuse, mental illness, or even incarceration – are in the process of making these remarkable comebacks," said Bottomless Closet Executive Director Melissa Norden. "They simply need a helping hand getting back on their feet, which is what our staff and volunteers work to give them every day."

The Macy's Shop For A Cause Charity Challenge launches on CrowdRise on July 11, 2017 at 12 p.m. ET and runs through August 9, 2017 at 1:59:59 p.m. ET. The charity that raises the most online during the Challenge wins \$100,000; second place wins \$50,000, third place wins \$25,000, fourth place wins \$15,000, and fifth place wins \$10,000. Weekly Bonus Challenges enable charities to win up to another \$100,000.

To help Bottomless Closet raise more funding in the Macy's Shop For A Cause Charity Challenge, please visit www.crowdrise.com/bottomless-closet/fundraiser/bottomlesscloset. Those interested in further supporting Bottomless Closet during the Challenge can share the link to our fundraiser page or click '[Fundraise for this Campaign](#)' to join the organization's fundraising team and raise money through their own social networks of friends, helping Bottomless Closet raise even more awareness and support. Anyone who donates at least \$5 or more will receive a Macy's Shop For A Cause Savings Pass to use at

Macy's stores and Macys.com from August 10-13, 2017.

CrowdRise Challenges are innovative fundraising competitions for charitable organizations designed to build capacity, create massive engagement and leverage, and use the power of the crowd to provide new meaningful funding streams for organizations in every sector.

Since 2006, Macy's Shop For A Cause has partnered with accredited schools and nonprofits nationwide to raise tens of millions of dollars for their ongoing charitable efforts.

About Bottomless Closet

Founded in 1999, Bottomless Closet is a 501(c)(3) not-for-profit corporation whose mission is to be the connection that inspires and guides disadvantaged New York City women to enter the workforce and achieve success through a host of services and programming, including the selection of interview-appropriate attire, one-to-one resume review, interview coaching and a broad workshop curriculum that promotes professional development, financial management and personal enrichment. Over 30,000 women have been served by the organization since its inception in 1999. For more information, please visit BottomlessClosetNYC.org, and be sure to follow Bottomless Closet on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [LinkedIn](#).

About CrowdRise

CrowdRise is the world's largest crowdfunding platform dedicated exclusively to charitable fundraising. Used by millions of individuals, tens of thousands of charities, hundreds of companies and many of the most famous artists and athletes in the world, CrowdRise enables people to creatively leverage their resources and networks to unlock the power of the crowd to support positive social missions and create massive impact. Founded by actor Edward Norton, film producer Shauna Robertson and Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and powered campaigns that have raised hundreds of millions of dollars to date. For more information, visit www.CrowdRise.com. In January 2017, CrowdRise merged with GoFundMe to offer both people and organizations the best fundraising tools for any cause they care passionately about.

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