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Cinderella Project, Enchanted Boutique help make Souderton Area High School prom more affordable

By Bob Keeler, bkeeler@21st-centurymedia.com, [@bybobkeeler](https://twitter.com/bybobkeeler) on Twitter

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FRANCONIA >> It's an enchanted night, so what better place to get that special prom dress than at the Enchanted Boutique?

Held Feb. 24 at Souderton Area High School, the Enchanted Boutique featured new and gently used formal and semi-formal dresses, all priced at \$50 or less.

The dresses were collected in a Cinderella Project by the school's Future Business Leaders of America.

[Click here to see a photo gallery from the evening's Prom Fashion Show](#)

"We had collection boxes at the front of the school, at the YMCA, Genesis and at Club EZ Fit," Grace Godshall, FBLA president, said.

On top of that, there was another donation.

"Country Bride and Gent was kind enough to give 100 brand new dresses," said Maria Halteman, FBLA adviser.

Godshall and Shannon Ball, another of the Enchanted Boutique organizers, estimated there were about 250 dresses on sale, of which about half would be sold that night.

"In the past, we've sold so many," Godshall said. "They really do go."

The Cinderella Project is held at the school every two years, she said.

"Prom dresses are so expensive that it's almost ridiculous to pay full price," Godshall said.

Ball said she saw a dress at the Enchanted Boutique that looked the same as one she saw, but didn't purchase, for \$200 at a store.

Many of the dresses on sale were new, she said.

"There were plenty of them with tags on them," Ball said.

Purchasing a used one also makes sense, Godshall said.

“It’s a one-night event. Why not put it to multiple use?” she said.

Any dresses left at the end of the night would go to the national Cinderella Project, Halteman said.

Money raised at the Enchanted Boutique was first going to help SAHS students in need of financial help to attend the prom, with the remainder going to the Ronald McDonald House Charities, she said.

“It’s kind of a multi-level project,” Halteman said.

This year’s SAHS junior prom will be May 7. The senior prom will be June 3.

While most of those shopping at the Enchanted Boutique were students preparing for the prom, anyone looking for formal wear could shop there, Godshall and Ball said.

“My boss is coming and buying a dress,” Godshall said. “It’s for a school event.”

Ball said another student had purchased a dress for next year’s homecoming.

With the evening just beginning, Godshall said she planned to shop for a prom dress at Enchanted Boutique, but would wait until later after others first had a chance to choose theirs.

Ball said she wasn’t sure yet if she’d be getting a dress that night.

“I still haven’t had time to look,” she said. “If I find one, yes.”

A Prom Fashion Show was also held at the school the same night.

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