Santa Rosa, CA July 27, 2010—On August 4 and 5, 11 Sonoma County teen girls will be treated to a FREE, two hour Back-to-School shopping spree thanks to the efforts of one Ursuline High School student. Sophomore student Allyson Ahlstrom of Santa Rosa calls her personal crusade Threads for Teens which is the name of her store, labor of love and her inspiration. She was compelled to “make a difference in the world” after reading the book, Generation Change by Zach Hunter. “I wanted to do something with fashion and helping girls. The goal was to help young, less fortunate girls build their self-esteem, confidence and give them hope. I never thought it would get this far. It’s amazing how much people are willing to help me,” said Allyson.

Allyson has over $10,000 worth of new fashion merchandise donations to give away to girls from top national companies due to a personal letter and email writing campaign she launched over six months ago to over 220 businesses. Over 30 name brand national and local companies have come to her aid by donating over 150 pairs of jeans, 150 tops, 100 purses, 100 pairs of shoes and much, much more—enough to fill an entire 10’ x 20’ storage unit. A local company donated the storage unit for her merchandise when her bedroom could no longer hold all the boxes, and another will be providing her a vacant, 1,800 square foot Windsor storefront to create a temporary boutique for the girls’ shopping extravaganza.

Each 12-17 year old teen shopper will personally select two head-to-toe outfits at the boutique plus a fancy dress and shoes to match with a few special surprises supplied by Allyson. Each girl will have her own shopping time and the store to herself. CASA of Sonoma County, a Court Appointed Special Advocate program for abused and neglected children, helped Allyson identify the student shoppers.

Allyson hopes this first boutique unveiling will be just the beginning. “I think big about everything. I hope to find a full-time, year round store space in Sonoma County where girls can make appointments to shop. Then, my ultimate goal would be to have Threads for Teens be a national non-profit and have stores all around the United States.” For more information about Threads for Teens, providing a donation or helping Allyson, go to the website she created at www.threadsforteens.com or call (707) 544-0872.

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